





## Welcome to the New Home of Commercial Real Estate Asset Management



CREAM UK is the outstanding new event for Commercial Real Estate Asset Management.

It's where asset owners and their allies meet to discuss asset strategy, management, service, ESG and technology. **From Asset Repositioning to Artificial Intelligence.** 

The event is designed for meaningful engagement. We stand against boring property conferences, and with alternative ideas and new approaches.

From immersive experiences to graffiti walls, the arches of Leake Street play host to the UK's most exciting new property event. **It's where Asset Managers become heroes.** 

See you under the Arches.





Rob Marten
Co-Founder
SPACE+



### Primary audience

commercial landlords mixed-use landlords flex operators fund managers

### Key job titles

head of asset magement
property director
portfolio director
senior asset manager
coo & cto
head of offices
head of property operations
head of leasing
head of customer experience

### **Big themes**

asset strategy asset management sustainability social value real estate as a service technology

### **Outcomes**

more efficient portolios more attractive rental propositions more sustainability real estate better tenant relationships thriving places

### **Secondary audience & sponsors**

property managers outsourced asset managers property advisors agents & brokers smart buildings tech data gurus Al tech & advisors professional services





### Why Now?

the new era

**The growing performance gap** between commercial buildings with a high sustainability, experience and technological offering – and those that are ageing – is both the biggest opportunity and the biggest problem facing asset owners and their investors and occupiers.

### Why CREAM?

the new event

**CREAM helps landlords thrive**; A meeting place - a marketplace - for ideas and solutions for tomorrow's buildings. Focusing on both human experience and technological performance.

### Why join?

a valuable platform

**Joining CREAM UK** gives your team the opportunity to learn, network and better understand how to equip your business to thrive in the new world of property asset management.

### An agenda packed with asset owners...

By seeding each session with asset owners and operators as 'Co-Hosts', we ensure the highest quality of conversation.

Each session has an event sponsor as a Host, who facilitates the discussion. No sponsored presentations. No product pitches.

### Keynote Provocateurs



#### Juliette Morgan

A global leader in Real Estate climate action and Sustainability.

### **Antony Slumbers**

A globally recognised speaker, advisor and writer on proptech, space-as-a-service and Al.

### **Main Stage Chair**



#### **Adam Scott**

A leading architect, designer, author and winner of a number of Cannes Gold Lions.

#### Hosts



Philippa Gill, Head of Strategy, **Aletheia**Polly Plunket-Checkemian, Executive Director, **Aletheia**Inger Ahaneku, Director, **Aletheia**Katie Mills, Enterprise Software Director, **Schneider Electric**Chris Hyder, Strategic Business Partner, **Schneider Electric**Anca Stefanescu, VP Europe, **Alasco**Declan Rankin Jardin, Co-Founder, **Alveole**Jean-Michel Verhulst, CEO, **Trigrr**Keke Patissier, CEO & Co-Founder, **Koho**David Blair, Principal Director, **tp bennett**Lee Zweig, Director of Business Development, **Wavenet** 

### Become a Host



To discuss Hosting a Tribe, Thintank or VIP Dinner contact: neall@space-plus.org

#### Co-Hosts

Mel Reeves, Workplace Director, **The Crown Estate**Tarun Mathur, Director - Offices, **Canary Wharf Group**Anthea Harries, Asset Management Director, **Related Argent**Andrew Mercer, Office Sector Lead, **LGIM** 

Nick White, Director Asset Management - Offices, **CBRE IM**Laura Fernie, Head of Commercial Offices, **Places for London** 

Damien Renaut, Digital Buildings Lead, **Landsec** 

Tim Hamlin, Director of Asset Management, **Picton** 

Paul O'Grady, Director, Asset Management, Canary Wharf Group

Matthew Barratt, Director Asset Management, CBRE IM

Isabel Thomas, Head of Offices & Residential, **Shaftesbury** 

Jon Allgood, Head of Asset Management, **Seaforth Land** 

Chloe Prince, Portfolio Manager, **Landsec** 

Jacinta Rowsell, Managing Director, Customer and Retail Operations, URW

Richard Saul, Director Asset Management, **Ivanhoe Cambridge** 

Jack Sibley, Head of PropTech, **Related Argent** 

Nagash Tahir, Executive Director - R&D and Investments - Real AssetX, PGIM

Toby Pullen, Director of Property, **The Max Barney Estate** 

Pareen Pandya, Head of Asset Management, Westfield UK, **URW** 

Chris Fleetwood, Deputy COO, **Redevco** 

Deborah Green, Portfolio Director, **Redevco** 

Shreya Sheth, Head of Ambio, Building Technology & Sustainability, Patrizia

David Kaiser, CEO, Oneder

Natasha Guerra, CEO, Runway East

Louise Ioannou, Head of Workspace UK, **HB Reavis** 

Fergus Evans, Portfolio Director, **Grosvenor** 

Felicity Masefield, Director - Asset Management & ESG, Native Land

Basil Demeroutis, Managing Partner, Fore Partnership

Deborah Green, Portfolio Director, Redevco

David O'Sullivan, Head of Hard Services, The Crown Estate

Ruman Sahota, Strategic Initiatives and Partnerships, **LGIM** 

Chris Hunt, Co-Founder & Director, V7

Matthew Brown, Head of Strategy & Architecture, Landsec

Philip Skottowe, Owner, Bridgecore Developments

Alex Morgan, Partner, Morgan Real Estate

James Silver, Managing Director, Landid

Aruj Haider, Head of Digital Emerging Technology & Innovation, **The Crown Estate** 

Katerina Pattison, EMEA & APAC Real Estate Technology, Invesco

Peter McNamara, Director UK & Ireland, Asset MGMT Europe, Union Investment RE

Rupert Dean, CEO, x+why

Kathryn Barber, Head of ESG & Responsibility, OrchardStreet IM

Mary Edmunds, Senior MD, **Hines** 

Jonny Rosenblatt, Co-Founder, **Spacemade** 

Elliot Gold, Co-Founder, Work.Life

Chris Boultwood, Head of Technology, **Workspace** 

Sam Pound-Jones, Head of Sales, Fyma

Alan Pepper, CEO, Orega



### Find your Tribe

### What's a 'Tribe'?

A Tribe is a discussion group around a **shared interest**. It's simply an oval of chairs with a topic and agenda. Chaired by the Host, supported by their Co-Hosts. With everyone partcipating in the conversation.

### Why are they loved?

Because they create meaningful engagement. No technology. No distraction.

You come away understanding what people really think. And therefore who you want to continue the conversation with afterwards. It's a simple shortcut to business and learning.









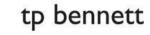


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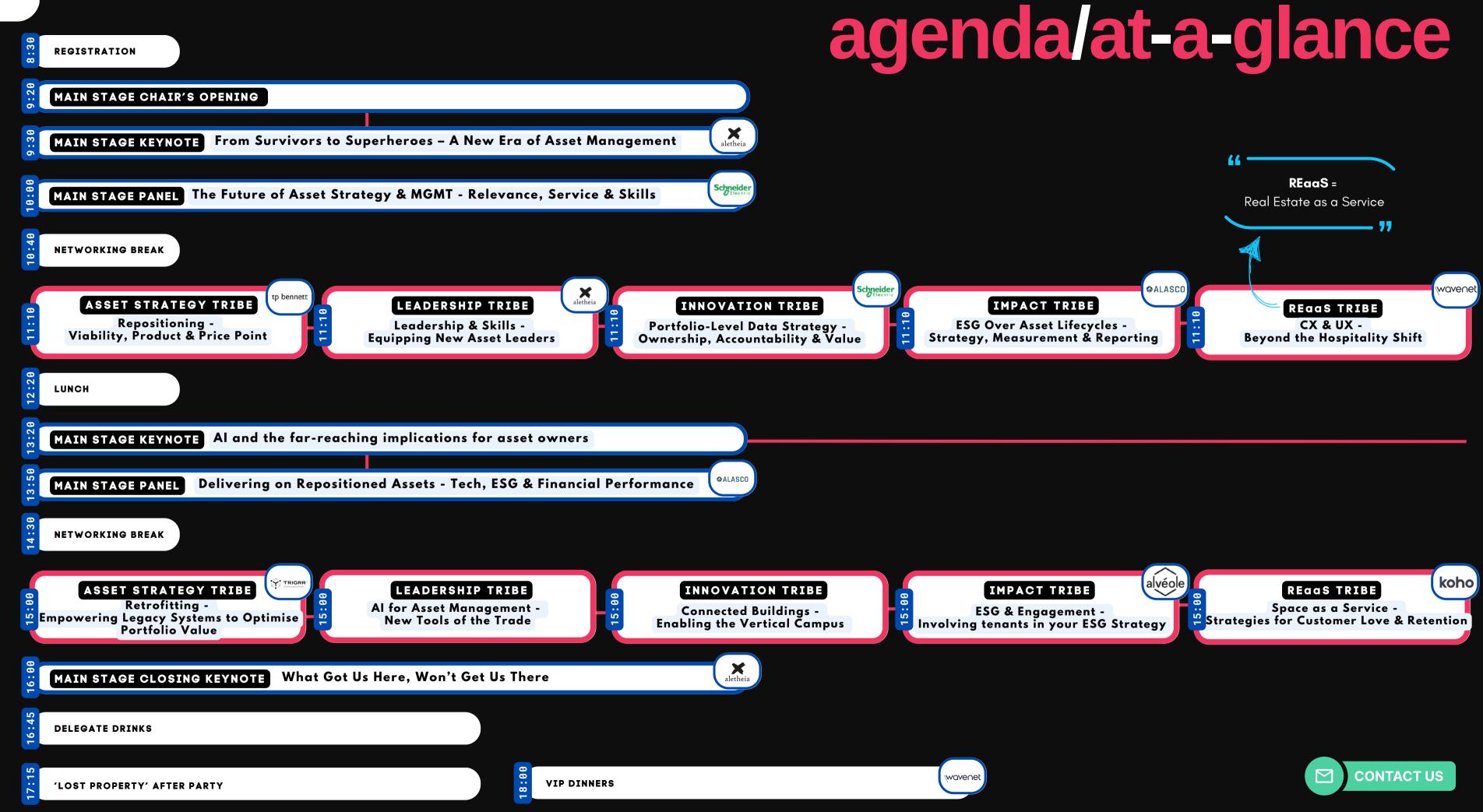












### 9:20 / Main Stage begins



CHAIR'S OPENING REMARKS



Adam Scott Freestate



'From Survivors to Superheroes – A New Era of Asset Management'





Philippa Gill Aletheia





Juliette Morgan Gensler



The commercial real estate market has fundamentally shifted. In the bold opening session, Juliette Morgan reveals where to focus now, how to lead through uncertainty, and why the next generation of success belongs to those who **adapt, act and redefine value creation.** 

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#### MAIN STAGE PANEL

'The Future of Asset Strategy & Management



HOST

Chris Hyder
Schneider Electric

### **PANELLISTS**



Anthea Harries Related Argent



Richard Saul Ivanhoe Cambridge



Paul O'Grady Canary Wharf Group



The growing performance gap between commercial buildings with a high sustainability, experience and technological offering - and those that are ageing - is both the biggest opportunity and the biggest problem facing asset owners. The keynote panel discusses the pathway to greater resilience and value creation, against a backdrop of existential threats.

NETWORKING BREAK



Schneider Blectric

aletheia

### 11:10 / Find your Tribe



ASSET STRATEGY TRIBE

Repositioning -Viability, Product & Price Point

Location: Main Stage

HOST



**David Blair** tp bennett

CO-HOSTS



James Silver Landid



**Fergus Evans** Grosvenor



**Philip Skottowe** Bridgecore



Jon Allgood **Seaforth Land** 



**Chris Hunt** 

LEADERSHIP TRIBE

Leadership -**Equipping New Asset Leaders** 

Location: Bar

HOST



Inger Ahaneku

CO-HOSTS



**Anthea Harries Related Argent** 



**Jacinta Rowsell** URW



David O'Sullivan **The Crown Estate** 



**Chloe Prince** Landsec



**Peter McNamara Union Investment RE** 



**Andrew Mercer** LGIM



Mary Edmunds Hines

INNOVATION TRIBE

Portfolio-Level Data Strategy -Ownership, Accountability & Value

Location: Aures

HOST



Katie Mills Schneider Electric

CO-HOSTS



**Damien Renaut** Landsec



Tim Hamlin **Picton** 



**Shreya Sheth Patrizia** 



**Jack Sibley Related Argent** 



**Richard Saul Ivanhoe Cambridge**  IMPACT TRIBE

ESG Over Asset Lifecycles -Strategy, Measurement & Reporting

Location: Park Plaza

HOST



Anca Stefanescu Alasco

CO-HOSTS



**Nick White CBRE IM** 



**Deborah Green** Redevco



Nagash Tahir **PGIM** 



**Toby Pullen The Max Barney Estate** 



Paul O'Grady **Canary Wharf Group** 



Pareen Pandya **URW** 

REaaS TRIBE

Location: Park Plaza

CX & UX -

Beyond the Hospitality Shift

HOST



Lee Zweig Wavenet

CO-HOSTS



**Isabel Thomas** Shaftesbury



Louise Ioannu **HB Reavis** 



**Natasha Guerra Runway East** 



**David Kaiser** Oneder



**Chris Boultwood** Workspace

NETWORKING LUNCH

Fixflo

### Morning Tribes



### **ASSET STRATEGY Tribe**

'Repositioning - Viability,
Product & Price Point'



With dry powder reserves at near-record levels, the opportunity for proactive asset owners to lead the next cycle is significant. The 'Asset Strategy Tribe' explores how early capital deployment toward the repositioning of existing assets can yield competitive advantages, mitigate future risk, and drive outsized returns. But what's in-demand, what's viable, and at what price point?



### **LEADERSHIP Tribe**

'Leadership - Equipping New Asset Leaders'



No longer tethered to cheap money and market cycles, asset management is entering a braver, smarter era. An era of greater resilience and value creation. But who are the people to lead this evolution? Who do we need to employ...or upskill? And how do we break down the silos within our businesses to deliver better outcomes for all stakeholders.



### **INNOVATION Tribe:**

'Portfolio-Level Data Strategy - Ownership, Accountability & Value'



As data becomes a critical asset in asset management, the ability to implement a cohesive, portfolio-level data strategy is no longer optional - it's essential. The Innovation Tribe will unpack the evolving landscape of data across large real estate portfolios, focusing on the key pillars of ownership, accountability, and measurable value creation. The Tribe will discuss the establishment of clear data ownership across functions and stakeholders, the embedding of accountability into data processes and performance metrics, and unlocking value through integrated data platforms, analytics, and decision-making tools.



### **IMPACT Tribe**

ESG Over Asset Lifecycles - Strategy, Measurement & Reporting



As ESG considerations become integral to real estate operations, the industry faces growing pressure to embed ESG principles across the entire lifecycle of assets - from acquisition and development to management and disposal. The IMPACT Tribe will explore how leading organisations are building robust ESG strategies that drive value and resilience, the evolving metrics and tools used to measure impact, and how transparent reporting is shaping investor expectations and regulatory compliance.



### **REaaS Tribe**

'CX & UX - Beyond the Hospitality Shift'



Competition in the Flex arena is increasing, customer expectation is growing, and product and price point is evolving. Beyond this shift to a hospitality mindset, how can operators work differently to place customer and user experience at the core? Which brands outside of Real Estate should we look towards for inspiration? And how can our data strategy better support and inform our thinking?

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### 13:20 / Main Stage reconvenes after lunch



### MAIN STAGE KEYNOTE

'Al and the far-reaching implications for asset owners'

### KEYNOTE PROVOCATEUR



Antony Slumbers
www.antonyslumbers.com

For those holding assets for the long term, the consequences of AI on the nature of demand has far-reaching implications; from asset obsolescence to the rampant demand for energy and alternative asset classes. In his Keynote Talk, Antony Slumbers joins the dots between the rise of AI, end-user demand, asset repurposing, and the threat of an impending energy crisis. And what this means for you...

**⇔**ALASCO

MAIN STAGE PANEL

'Delivering on Repositioned Assets - Tech, ESG & Financial Performance'



HOST

Anca Stefanescu Alasco

### PANELLISTS



Basil Demeroutis
Fore Partnership



Fergus Evans Grosvenor



**Kathryn Barber OrchardStreet** 

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As market dynamics shift and tenant expectations evolve, the repositioning of commercial assets has become a strategic imperative. This panel will explore how leading owners and operators are using technology, ESG initiatives, and smart capital strategies to transform underperforming properties into high-value, future-ready assets.

Join industry experts as they share case studies, ROI insights, and practical approaches to balancing sustainability goals with financial performance.

14:30

NETWORKING BREAK



### 15:00 / Choose your Tribe





Retrofitting -**Empowering Legacy Systems to** Optimise Portfolio Value

Location: Main Stage

HOST



**Jean-Michel Verhulst** 

### CO-HOSTS



**Laura Fernie** Places for London



**Toby Pullen The Max Barney Estate** 



Alex Morgan Morgan Real Estate



**Matthew Barratt CBRE IM** 



Ruman Sahota

LEADERSHIP TRIBE

Al for Asset Management -New Tools of the Trade

Location: Bar

HOST



**Chris Fleetwood** Redevco

#### CO-HOSTS



**Katerina Pattison** Invesco



Jack Siblev **Related Argent** 



Nagash Tahir **PGIM** 



**Matthew Brown** Landsec

#### INNOVATION TRIBE

Connected Buildings -Enabling the Vertical Campus

Location: Aures

HOST

15:00



Sam Pound-Jones

#### CO-HOSTS



**Aruj Haider The Crown Estate** 



**Shreya Sheth** Patrizia



**Damien Renaut** Landsec



Paul O'Grady **Canary Wharf Group** 



**Nick White CBRE IM** 

IMPACT TRIBE

ESG & Engagement -Involving Tenants in your ESG Strategy

Location: Park Plaza

#### HOST

5:00



**Declan Rankin Jardin** Alvéole

#### CO-HOSTS



Jon Allgood **Seaforth Land** 



**Basil Demeroutis Fore Partnership** 



**Felicity Masefield Native Land** 



**Tim Hamlin Picton** 

**REaaS TRIBE** 

Location: Park Plaza

**Customer Love & Retention -**

Strategies for Space as a Service

#### HOST



**Keke Patissier** Koho

#### CO-HOSTS



**Andrew Mercer LGIM** 



**Mel Reeves The Crown Estate** 



**Tarun Mathur Canary Wharf Group** 



**Rupert Dean** x+why



**Jonny Rosenblatt** Spacemade



**Elliot Gold** Work.Life



**Alan Pepper** Orega

### Afternoon Tribes



### **ASSET STRATEGY Tribe**

Retrofitting: Empowering Legacy
Systems to Optimise Portfolio Value



In the race to decarbonise buildings, not every solution requires new technologies. With a significant portion of the UK's property stock in need of energy and performance upgrades, low-tech, cost-effective retrofitting strategies are gaining renewed attention as practical tools for meaningful asset transformation. The 'Asset Strategy Tribe' focuses on the power of simplicity - exploring proven, accessible approaches to retrofitting that deliver real impact. Ideal for landlords, asset managers, and developers seeking scalable solutions across diverse portfolios.



Al for Asset Management - New Tools of the Trade



AI is rapidly reshaping the way we manage assets, offering smarter, faster, and more predictive tools to drive performance and value. From predictive maintenance and dynamic energy optimisation to tenant behaviour analysis and portfolio risk forecasting, AI is becoming an essential part of the modern asset manager's toolkit. The Leadership Tribe will explore how AI technologies are being applied across property asset management to enhance operational efficiency, improve decision-making, and unlock new levels of insight. Hear from innovators and asset managers as they discuss practical use cases, implementation challenges, and how to separate genuine value from tech hype.

### **INNOVATION Tribe:**

Connected Buildings - Enabling the Vertical Campus



The concept of the vertical campus is redefining how buildings support collaboration, productivity, and tenant experience. The Innovation Tribe will explore how property owners and developers are leveraging smart infrastructure to turn higher-rise assets into seamless, service-rich ecosystems. From integrated access and workplace apps to environmental controls and space optimisation, learn how connected technologies are powering next-generation user experiences and operational efficiencies. Join industry leaders as they share case studies, lessons learned, and what it takes to deliver a truly connected, vertical campus in today's competitive real estate landscape.



### **IMPACT Tribe**

ESG & Engagement - Involving Tenants in your ESG Strategy



Stakeholder ESG expectations are increasing. With this, the challenges faced by asset managers in delivering on commitments are many; not just the capex, but data collection and standardisation, tenant relationship, and evolving reporting requirements. And so asset managers must find new solutions to deliver, track and measure ESG performance. At CREAM UK, Asset Management leaders - together with Sustainability champions - discuss how their business might better collaborate with tenants to succeed.



### **REaaS Tribe**

Customer Love & Retention Strategies for Space as a Service



The paradox of high flexibility and low commitment creates a unique challenge for co-working operators. In a highly competitive market, how do we create a deeper engagement, emotional loyalty and sense of belonging? How do we reduce churn, enable data-driven personalisation...and avoid a price war?

## 16:00 / Gather at the Main Stage for closing keynote with drinks



CLOSING ADDRESS

' What Got Us Here, Won't Get Us There'



Polly Plunket-Checkemian

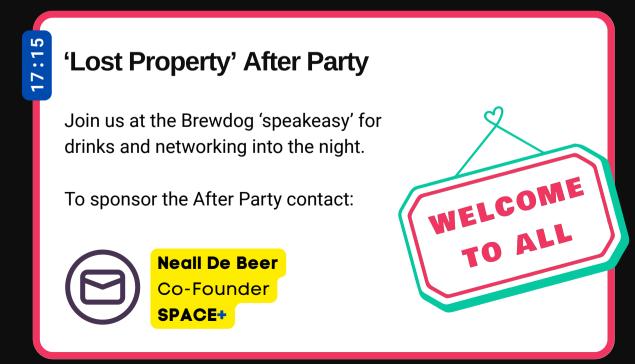


We are working at a time of immense opportunity. In the Closing Address, Polly Plunket-Checkemian discusses why now is the moment for befriending change and emergence from greater collaboration and lasting conditions for success.

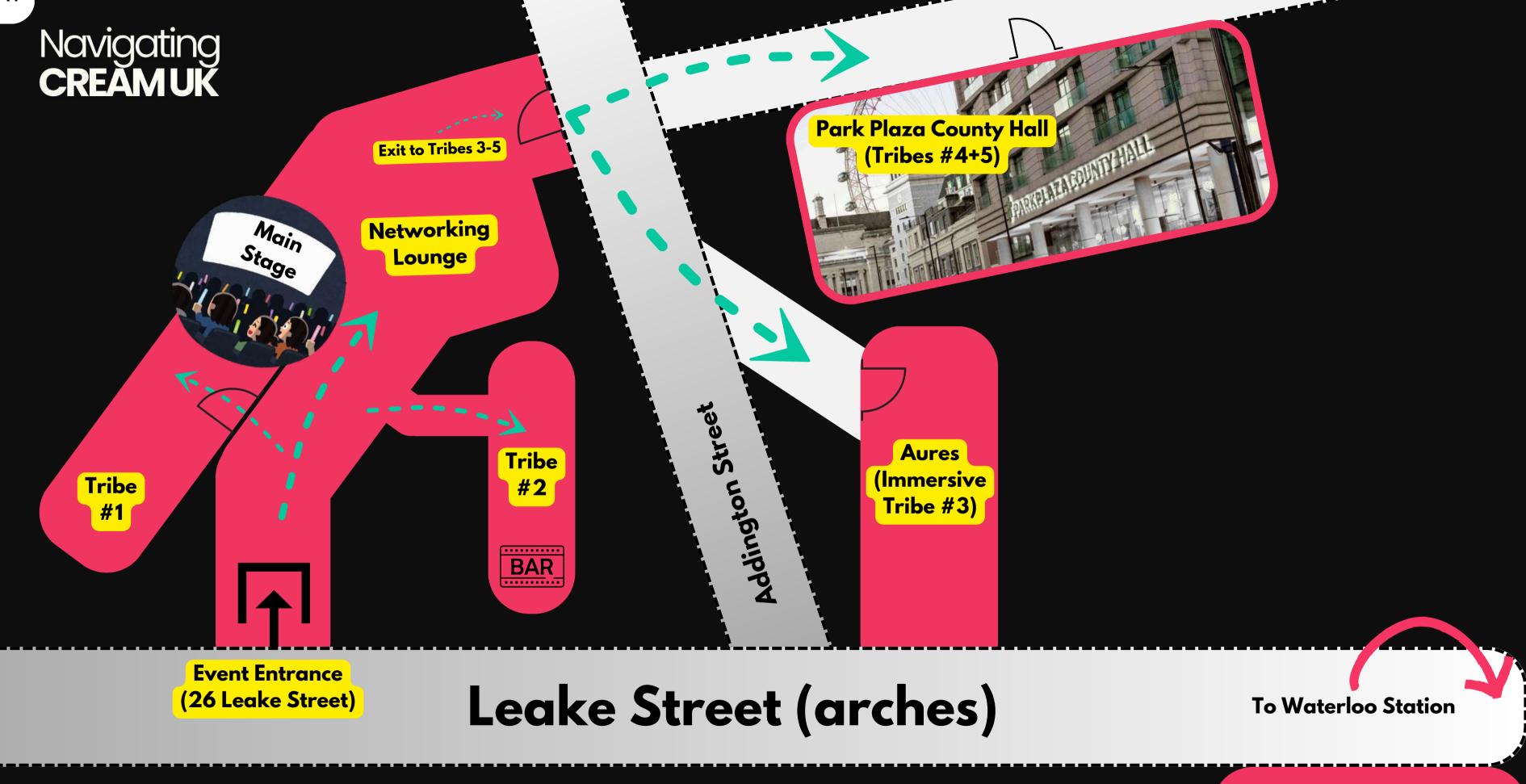
### 16:45 / Social Events



**Drinks Reception continues at 26 Leake Street** 







Brewdog
('Lost Property' After Party)

### Book Early / Pay less

QUANTITY	EARLY BIRD (ENDS 9 MAY)	STANDARD RATE (ENDS 5 JUNE )	LATE RATE (6 JUNE - EVENT DAY)
1 Ticket	£499	£599	£699
2 Tickets	£998	£1198	£1398
3 Tickets	£1197.60	£1437.60	£1677.60
4 Tickets	£1596.80	£1916.80	£2236.80
5 Tickets	£1996	£2396	£2796
6 Tickets	£2395.20	£2875.20	£3355.20
7 Tickets	£2794.40	£3354.40	£3914.40
8 Tickets	£3193.60	£3833.60	£4473.60

Prices ex VAT

Earlier you book, more you save









### Entertaining Packages



Onsite branding

VIP Dinner

Logo centrepieces at dinner Logo on screen or BYO banner Only one

Lunch

Branding of catering stationsBranded meeting space

Only one

Delegate Drinks

5:00pm - 6:00pm

Branding of bar & extras

- Branded meeting space

Only one

'Lost Property' After Party

6:00pm - 8:00pm

Exclusive branding at the After Party at the Brewdog Speakeasy (The Lost Property Office').

Pre-event

Logo in brochure next to dinner

- + You provide your wishlist
- + We confirm the venue
- + We confirm 8-12 VIPs
- + We manage all logistics

Logo in brochure next to lunch

- + Logo on marketing emails
- + Logo on website
- + Logo on marketing videos
- + Bespoke social posts

Logo in brochure next to drinks

- + Logo on marketing emails
- + Logo on website
- + Logo on marketing videos
- + Bespoke social posts

Logo in brochure

- + Logo on website
- + Bespoke social posts

Tickets

n/a

2 staff tickets

- + 2 landlord tickets
- + 30% discount on more

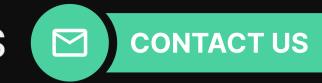
2 staff tickets

- + 2 landlord tickets
- + 30% discount on more

2 staff tickets

+ 2 landlord tickets
30% discount on more

### Unique Brand Opportunities



Digital Immersive Experience

## Onsite branding

The event's immersive digital venue - 'Aures'is the venue for your Tribe.

Its humungous **12120** by **1080px** video canvas is all yours. With immersive **3D audio**.

Host your Tribes in the room, and play your finest video content.

Make headlines with the most spectacular brand opportunity.



### **Graffiti Wall**

+ Commission our graffitti arist to brand a wall of Leake Street Arches - right outside the venue.

Your logo? A mural? You can take it away afterwards, too.





Raw space

2x2m 3x2m 5x3m





## SPACEUK

27-28 January 2026 / London

Where property leaders meet

## ALT/RESI

30 April 2026 / London

Resi investment, development & operations

## CREAMUK

**24 June 2025 / London** 

Commercial Real Estate Asset Management