

# CREAMUK

2nd annual

Portfolio Strategy

Asset Management

Customer Experience

Technology

ESG

Leasing

Place

Office

Retail

Logistics

Mixed-Use

23 June 2026 / Fulham Pier

## The Home of Commercial Real Estate Asset Management

Visit Website



- Co-Hosts:
- ARC Club
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- Brightbay
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- Canary Wharf Group
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- Urban Partners
- URW
- V7
- WeWork
- W.RE
- xandwhy

PARTNERS



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COLLABORATORS



### Programme Brochure

# Welcome to CREAM

CREAM UK is the outstanding 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.

It's where Asset Managers become heroes.



- NETWORK WITH PEERS
- TEST YOUR THINKING
- GET NEW IDEAS
- BE PART OF A MOVEMENT
- IDENTIFY PARTNERS

Senior and engaged attendees

Carefully Curated Content

Premium Experience



"CREAM UK is the home of commercial real estate asset management - this is the first time there's been an event specifically for this job function."

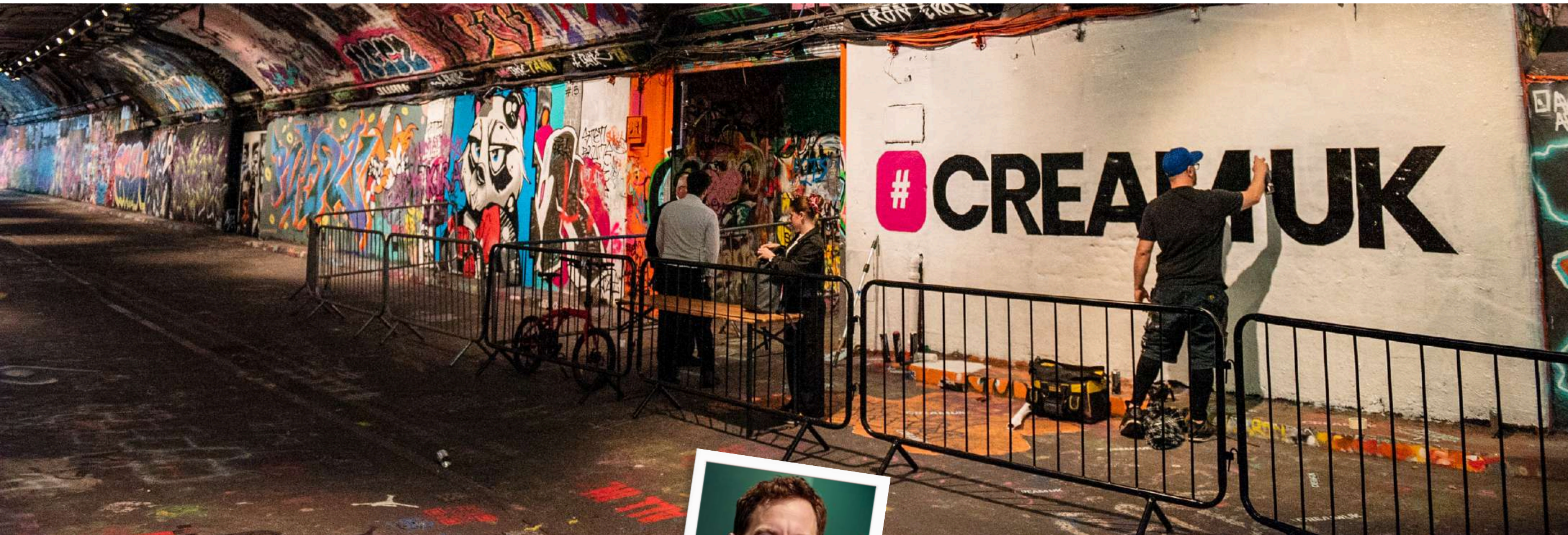
### Programme Brochure

# The story so far

CREAM UK was launched in 2025 under the arches of Waterloo with a mission to help property leaders transform their businesses. It was a rebellion; a modern alternative to the stale and uninspiring incumbent events.

Loved by delegates, the event was raw - with an edge not often seen at property events.

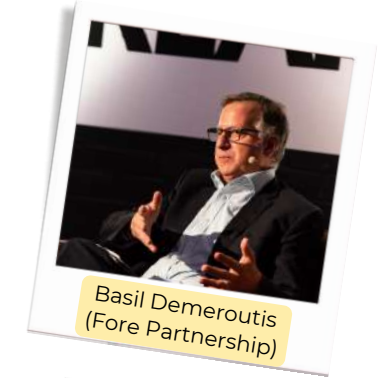
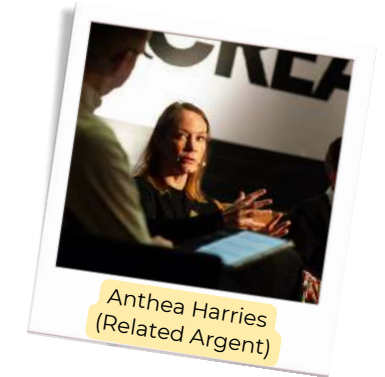
Now, the event comes of age....



Pictured: Graffiti artist at CREAM UK 2025



"I love the diversity of the programme - it's a really good opportunity to have a more honest conversation about the challenges we face."



## Programme Brochure

# The 2026 Event

REGISTER  
NOW



The second annual event moves to a bigger, more sophisticated venue. On the banks of the Thames, Fulham Pier is the spectacular new space adjoining Craven Cottage - the home of Fulham Football Club.

**The programme focuses on portfolio strategy and asset performance.** Because the growing performance gap between commercial portfolio and 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.

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

### 2026 CO-HOSTS:

- Sarah Goldman, Commercial Asset Management Director, **Related Argent**
- Anthea Harries, Asset Management Director, **The Duchy of Cornwall**
- Chris Fleetwood, Chief Operating & Sustainability Officer, **Redevo**
- Hugo Pickford, Director, Asset Management, **Oxford Properties**
- Richard Saul, Director, Asset Management, **Ivanhoe Cambridge**
- Ann-Charlotte Ladous, Head of Asset Management & Investment, **URW**
- John Maddison, Managing Director - Asset Management, **Quadrant Estates**
- Petrina Austin, Partner, Head of Asset Management, **Tritax**
- Henry Shearer, Head of Office & Investment, **The King's Cross Group**
- David Kaiser, CEO, **Oner**
- Freddie Fforde, Founder, **Patch**
- Wybo Wijnbergen, Co-Founder & CEO, **infiniSpace**
- Greg Miley, Chief Commercial Officer, **Clockwise**
- Phuong Truong, VP, Real Estate, **WeWork**
- Josie Baum, Co-Founder & CEO, **ARC Club**
- Georgia Sandom, Managing Director, **Office Space in Town**
- Alan Pepper, CEO, **Orega**
- Catherine Le Druillenc, Managing Director - Offices, **Knotel**
- William Stokes, CEO & Co-Founder, **Co-Space**
- Giles Fuchs, Co-Founder, **Office Space in Town**
- Kathryn Barber, Head of ESG & Responsibility, **Orchard Street**
- Tim Hamlin, Director of Asset Management, **Picton**
- Rob Hardie, Asset Management Director, **Landsec**
- Jonathan Theobald, Head of Investment Analytics, **Derwent London**
- Rupert Dean, CEO, **xandwhy**
- Shreya Sheth, Investment Management Director, **Patrizia**
- Tom Knight, Portfolio Director, **The Portman Estate**
- Jonny Rosenblatt, Co-Founder, **Spacemade**
- Ellie Toms, Senior Development Manager, **V7**
- Alex Clark, Group Commercial Director, **FORA**
- Louisa Holmes, Asset Director (Meadowhall), **British Land**
- Paul Smith, Senior Director - Asset Management, **Barings**
- Sascha Lewin, CEO, **W. RE**
- Miles Skinner, Head of Investment Management, UK&I, **Union Investment Real Estate**
- Fergus Egan, Partner, **Orchard Street**
- Tessa Passey, Associate Director - Asset Management, **Canary Wharf Group**
- Laurence Jones, Portfolio Director, **RivingtonHark**
- Ruman Sahota, Strategic Initiatives and Partnerships, **Legal & General**
- Katerina Pattison, EMEA & APAC Real Estate Technology, **Invesco**
- Cornelia De Boynville, Commercial Director, **EDGE**
- Anze Sagadin, Head of Portfolio Management, **Mirastar**
- Matt Warren, Head of Digital, Europe, **Lendlease**
- Jack Sibley, Head of PropTech & Innovation, **The Kings Cross Group**
- George Jerram, Asset Management Director, **Brightbay Real Estate Partners**
- Tom Webster, Director of Asset Management, **Henley Investment Management**
- Paddy Phillips, Director Asset & Portfolio Management, **Capitaland**
- Phil Haddleton, Development Director - Commercial, **Native Land**
- Philip Jacobs, Director, **H Properties**
- Philippa Abendanon, Head of Occupier Markets, **Derwent**
- Charles Owen, Head of Portfolio - Regent Street, **The Crown Estate**
- Sarah Moulton, Chief People and Transformation Officer, **Argyll**
- Chris Boulton, Head of Technology, **Workspace Group**
- Jenny Obee, Information & Digital Technology Director, **Related Argent**
- Charis Wells, Group Operations Director, **Freedom Works**
- Donna Springall, Director, **Hines**
- Candice Lemaitre, Digital Strategy Lead, **Places for London**
- Dan Higginson, Head of Development & Leasing, **Greycoat**
- Angeliki Krania, Senior Sustainability Lead, **The King's Cross Group**
- Samantha Carlsson, Senior Sustainability Manager, **Derwent London**
- Louise Ioannou, Head of Workspace UK, **HB Reavis**
- Mark Radford, Leasing Director, **The Crown Estate**
- Andrew Mercer, Office Sector Lead, Asset Management, **L&G**



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modernnetworks

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### COLLABORATORS

BLACK WOMEN  
IN REAL ESTATE

BE NEWS



Main Stage Keynote



Tribe



Networking



Tribe



Olivia Harris (Dolphin Living)

“The conference format is original and enhances engagement from all attendees...”

# A Unique Format

SPACE + events are known for their engaging format, which allows for senior leaders to engage meaningfully throughout the day. Not dart in and out for a session, like other events.

All of our Main Stage Panellists and ‘Tribe Co-Hosts’ are asset owners.

There are no sponsored presentations. Instead, sponsors engage meaningfully by Hosting sessions.

- **Main Stage Keynote / Interviews**  
A Host and an industry leader
- **Main Stage Panels**  
A Host and 3-4 panellists
- **Tribes**  
A Host with 6 Co-Hosts and 30-40 delegates.
- **1:1 Meetings** *NEW!*  
An online platform to pre-schedule meetings
- **VIP Thinktanks & Dinners**  
A Host and 10 invited VIPs



Tribe

# About the Tribes

A Tribe is simply an oval of chairs. With a topic and agenda set by the Host & Co-Hosts. No technology. No distraction.

They're loved by property leaders because they create meaningful engagement. It's a dialogue between peers.

You go away knowing what people *really* think. And just as importantly - you test your own thinking too.

## the Tribes and who they're designed for:

### PORTFOLIO STRATEGY Tribe

**Ideal for:**  
Heads of Offices  
Portfolio Director  
Head of Asset Management

### OFFICE ASSET MGMT Tribe

**Ideal for:**  
Head of Asset Management  
Asset Management Director  
Senior Asset Manager

### RETAIL ASSET MGMT Tribe

**Ideal for:**  
Head of Retail Asset Management  
Retail Asset Management Director  
Senior Retail Asset Managers

### OPS, DATA & TECH Tribe

**Ideal for:**  
Heads of Asset Management  
CTO, Head of Innovation  
COO, Head of Operations

### LEASING & CX Tribe

**Ideal for:**  
Head of Leasing  
Head of Customer Experience  
Senior Asset Manager

### FLEX & PARTNERSHIPS Tribe

**Ideal for:**  
Head of Offices  
Flex Operator C-Suite  
Flex Operator Head of Real Estate

### SUSTAINABILITY Tribe

**Ideal for:**  
Head of Asset Management  
Head of Sustainability  
Head of Operations



8:30 Registration & Networking

MORNING MAIN STAGE SESSIONS:

9:15 **Keynote & Interview:** Asset Managers as Place-Shapers: Owning the Opportunity

10:00 **Panel:** The Productivity Bargain: Raising the Bar on What Buildings Deliver



# The Agenda

11:00

**PORTFOLIO STRATEGY Tribe**

*The Flight to Quality Has Landed - What Happens to the Rest of the Portfolio?*

tp bennett

11:00

**OFFICE ASSET MGMT Tribe**

*The Landlord's New Role: From Rent Collector to Business Partner: What's Working? And Where Are We Drawing the Line?*

REACH  
ACCELERATING REAL ESTATE  
UNITED KINGDOM

11:00

**SUSTAINABILITY Tribe**

*Maximising Asset Value Through Operational Performance*

Bueno

11:00

**OPS, DATA & TECH Tribe**

*Building Data You Can Actually Use: From Smart Building to Actionable Intelligence*

Findable+

11:00

**LEASING & CX Tribe**

*Specification, Service, Story: What Actually Leases a Prime Office in 2026*

cellnex

11:00

**FLEX & PARTNERSHIPS Tribe**

*Flex Yield Management: Short-Term Upside vs. Long-Term Commitment - Where Are You Drawing the Line?*

wavenet

AFTERNOON MAIN STAGE SESSIONS:

1:30 **Keynote & Interview:** Asset Management Performance: Beyond IRR - How Are We Measuring What We Deliver?



2:00 **Panel:** Operational Transformation in the Age of AI



3:00

**PORTFOLIO STRATEGY Tribe**

*Retrofit: Who Pays, Who Benefits, Who Blinks First?*

savills

3:00

**OFFICE ASSET MGMT Tribe**

*Building Performance: Energy, Data and the Race to Operationalise Net Zero*

aedifion

3:00

**RETAIL ASSET MGMT Tribe**

*Rebalancing Retail Space: Reanchoring, Alternative Uses and Destination Creation*

3:00

**FLEX & PARTNERSHIPS Tribe**

*Building a Flex Business That Lasts: The Model, the Margins, and the Lessons Still Being Written*

modernnetworks

3:00

**OPS, DATA & TECH Tribe A**

*AI in Portfolio Management: What Are We Actually Using It For? And What Could we Be?*

YARDI

3:00

**OPS, DATA & TECH Tribe B**

*Leading Change: People, Culture and the Long Game of Transformation*

Alpha  
Alternatives

4:00 Networking Drinks

# Main Stage **Plenary** to begin

8  
8:30

REGISTRATION &amp; NETWORKING

Registration:  
Lower GroundNetworking:  
Second Floor

9:15

CHAIRS' OPENING

**Adam Scott**  
Experience FoundationMain Stage:  
Lower Ground

9:20

KEYNOTE &  
INTERVIEW**Keynote & Interview: From Capital Allocation to Place-shaping**

The role of the asset manager has always been more than deploying capital and managing risk - but the industry has rarely articulated what that "more" actually looks like. Urban Partners' offers a compelling answer, reframing the asset manager not as a passive owner but as an active shaper of places - where curation and operation aren't add-ons, but the engine of long-term value creation. This keynote and interview explores what it means to bring capital to life in the places people actually use.

HOST

**Adam Scott**  
Experience Foundation

KEYNOTE

**Jane Jeffery**  
Urban Partners

9:50

PANEL  
DISCUSSION**The Productivity Bargain: Raising the Bar on What Buildings Deliver**

Occupiers have already made their decision. They've cut their footprints, renegotiated their leases, and told their boards that space has to justify itself. That creates a real opportunity for owners who are serious about it - and the best in the market are already responding. This panel brings together three of the industry's leading portfolio owners to explore what it actually takes to build space that makes occupiers more productive, more profitable, and more committed - and what that means for how assets are managed, measured, and evolved across office, retail and mixed-use portfolios.

HOST

**Liz Hamson**  
BE News

PANELLISTS

**Tessa Passey**  
Canary Wharf Group**Donna Springall**  
Hines**Ann-Charlotte Ladous**  
URW

10:30

MORNING BREAK



Second Floor

# 11:00 Morning Tribes


## PORTFOLIO STRATEGY Tribe









1

The Flight to Quality Has Landed - What Happens to the Rest of the Portfolio?

### HOST

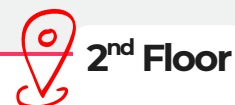
 **David Blair**  
tp bennett

### CO-HOSTS

-  **Anthea Harries**  
The Duchy of Cornwall
-  **Tom Knight**  
The Portman Estate
-  **Jonathan Theobald**  
Derwent London
-  **Paul Smith**  
Barings
-  **Ellie Toms**  
V7
-  **Miles Skinner**  
Union Investment

### SPONSOR

tp bennett



## OFFICE ASSET MGMT Tribe








2

The Landlord's New Role: From Rent Collector to Business Partner: What's Working? And Where Are We Drawing the Line?

### HOST

 **Andre Bothma**  
REACH UK

### CO-HOSTS

-  **Henry Shearer**  
The Kings Cross Group
-  **Tessa Passey**  
Canary Wharf Group
-  **Philippa Abendanon**  
Derwent
-  **Hugo Pickford**  
Oxford Properties
-  **Charles Owen**  
The Crown Estate

### SPONSOR

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ACCELERATING REAL ESTATE  
UNITED KINGDOM




## SUSTAINABILITY Tribe







3

Maximising Asset Value Through Operational Performance

### HOST

 **Hugh Amoyal**  
Bueno

### CO-HOSTS

-  **Kathryn Barber**  
Orchard Street
-  **Angeliki Krania**  
The Kings Cross Group
-  **Samantha Carlsson**  
Derwent London
-  **Ariane Ephraim**  
Workspace

### SPONSOR

 **Bueno**



## OPS, DATA & TECH Tribe









4

From Fragmentation to Flow: Making Building Data Work for Asset Teams

### HOST

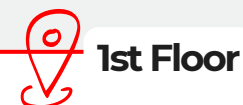
 **Fredrik Wisloff**  
Findable

### CO-HOSTS

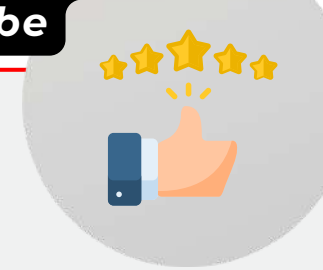
-  **Shreya Sheth**  
Patrizia
-  **Petrina Austin**  
Tritax
-  **Matt Warren**  
Lendlease
-  **Anze Sagadin**  
Mirastar
-  **Jack Sibley**  
The Kings Cross Group
-  **Paddy Phillips**  
Capitaland

### SPONSOR

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## LEASING & CX Tribe









5

Specification, Service, Story: What Actually Leases a Prime Office in 2026?

### HOST

 **Liam Graham**  
Cellnex

### CO-HOSTS

-  **Sarah Goldman**  
Related Argent
-  **Georgia Sandom**  
OSIT
-  **Mark Radford**  
The Crown Estate
-  **Greg Miley**  
Clockwise
-  **Louise Ioannou**  
HB Reavis
-  **Phil Haddleton**  
Native Land

### SPONSOR

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## FLEX & PARTNERSHIPS Tribe








6

Flex Yield Management: Short-Term Upside vs. Long-Term Commitment - Where Are You Drawing the Line?

### HOST

 **Lee Zweig**  
Wavenet

### CO-HOSTS

-  **David Kaiser**  
Oneder
-  **Freddie Fforde**  
Patch
-  **Catherine Le Druillenc**  
Knotel
-  **Josie Baum**  
ARC Club
-  **William Stokes**  
Co-Space


### SPONSOR

 **wavenet**



# Main Stage Plenary, after Lunch

12:15

**NETWORKING LUNCH**  **Second Floor**

1:15

**KEYNOTE & INTERVIEW**  **Main Stage: Lower Ground**

**Keynote & Interview: Asset Management Performance: Beyond IRR**  
 IRR is familiar, lagging, and easily flattered by market timing. So what are the metrics that actually tell you whether an asset management team is delivering? In this keynote and interview, we put the question the industry tends to sidestep - and ask what the best institutional managers are being held to now, and what they should be.

**HOST**  **Natasha Terinova**  
REACH


**KEYNOTE**  **Chris Fleetwood**  
Redevco


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 ACCELERATING REAL ESTATE  
 UNITED KINGDOM


1:50


**PANEL DISCUSSION**


**Operational Transformation in the Age of AI**  
 The business case for AI in commercial real estate is no longer theoretical - but closing the gap between pilot and scaled transformation remains stubbornly hard. For CTOs, COOs, and asset management leaders, the pressure is coming from every direction: boards demanding productivity gains, teams navigating change fatigue, and technology vendors promising more than they can deliver. This Main Stage Panel cuts through the noise to focus on what is actually working - the operational changes, structural decisions, and cultural shifts that separate genuine progress from expensive distraction.

**HOST**  **Costas Koureas**  
MAPP


**PANELLISTS**  **Chris Boulwood**  
Workspace

 **Jenny Obee**  
Related Argent

 **Shreya Sheth**  
Patrizia

**SPONSOR**  
  
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2:25

**AFTERNOON BREAK**  **Second Floor**

3:00

# Afternoon Tribes

Followed by Networking Drinks at 4pm - 5pm

## PORTFOLIO STRATEGY Tribe

1









Retrofit - Split Incentive: Who Pays, Who Benefits, Who Blinks First?

### HOST


 **John Redfern**  
Savills

### CO-HOSTS

-  **Kathryn Barber**  
Orchard Street
-  **Dan Higginson**  
Greycoat
-  **Sascha Lewin**  
W.RE
-  **Richard Saul**  
Ivanhoe Cambridge
-  **Philip Jacobs**  
H Properties
-  **Phil Haddleton**  
Native Land

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## OFFICE ASSET MGMT Tribe

2







Building Performance: Energy, Data & the Race to Operationalise Net Zero

### HOST

 **Jeff Emesibe**  
aedifion

### CO-HOSTS

-  **Chris Fleetwood**  
Redevco
-  **Shreya Seth**  
Patrizia
-  **George Jerram**  
Brightbay
-  **Andrew Mercer**  
L&G

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## RETAIL ASSET MGMT Tribe

3







Rebalancing Retail Space: Reanchoring, Alternative Uses & Destination Creation


### HOST

 **Rob Hardie**  
Landsec

### CO-HOSTS

-  **Louisa Holmes**  
British Land
-  **Fergus Egan**  
Orchard Street
-  **Tom Webster**  
Henley Investments
-  **John Maddison**  
Quadrant Estates

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## FLEX & PARTNERSHIPS Tribe

4








Building a Flex Business That Lasts: The Model, the Margins, and the Lessons Still Being Written

### HOST

 **James Tizzard**  
Modern Networks

### CO-HOSTS

-  **Alan Pepper**  
Orega
-  **Jonny Rosenblatt**  
Spacemade
-  **Rupert Dean**  
x&why
-  **Giles Fuchs**  
OSiT
-  **Phuong Truong**  
WeWork

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## OPS, DATA & TECH Tribe A

5










AI in Portfolio Management: What Are We Actually Using It For? And What Could we Be?

### HOST

 **Matt Smith**  
Yardi

### CO-HOSTS

-  **Ruman Sahota**  
Legal & General
-  **Jonathan Theobald**  
Derwent London
-  **Jenny Obee**  
Related Argent
-  **Matt Warren**  
Lendlease
-  **Jacinta Rowsell**  
Canary Wharf Group
-  **Jessica Berney**  
The Workspace Group
-  **Charis Wells**  
Freedom Works

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## OPS, DATA & TECH Tribe B

6








Leading Change: People, Culture and the Long Game of Transformation

### HOST

 **Neil Elliott**  
Alpha FMC

### CO-HOSTS

-  **Katerina Pattison**  
Invesco
-  **Candice Lemaitre**  
Places for London
-  **Sarah Moulton**  
Argyll
-  **Chris Boulwood**  
Workspace
-  **Jack Sibley**  
The Kings Cross Group

### SPONSOR



 1<sup>st</sup> Floor

# What they say...



"The tribe format is fantastic — you sit together with 30 or so industry leaders, all sharing their experiences. It's a very grounded, free-flowing, unscripted conversation that allows everyone to chime in."



"CREAM UK is a great chance to meet people doing similar roles and compare notes, but also to meet people with different roles who bring a completely different perspective and technological understanding"



"We love CREAM UK because the intimacy that we can build with players around the tribes makes a lot of sense to us."



"I love the format of the event. It's much better than just simply sitting there and being lectured by panellists and being sold to - it's about collaborative engagement, collaborative discussion."



"A more interactive approach compared to some other conferences - it just gets everyone talking and thinking."



"CREAM UK is fabulous because it's a real specialist event for asset management."



"I love the diversity of the programme - it's a really good opportunity to have a more honest conversation about the challenges we face."

# 2026/2027 events

SPACE+ has a calender of world-class property event;s

- Three 'Flagship Events' (SPACE UK, ALT/RESI UK, CREAM UK)
- Four 'Tribe Events'
- One 'European Leadership Retreat'

## UK Flagship Events

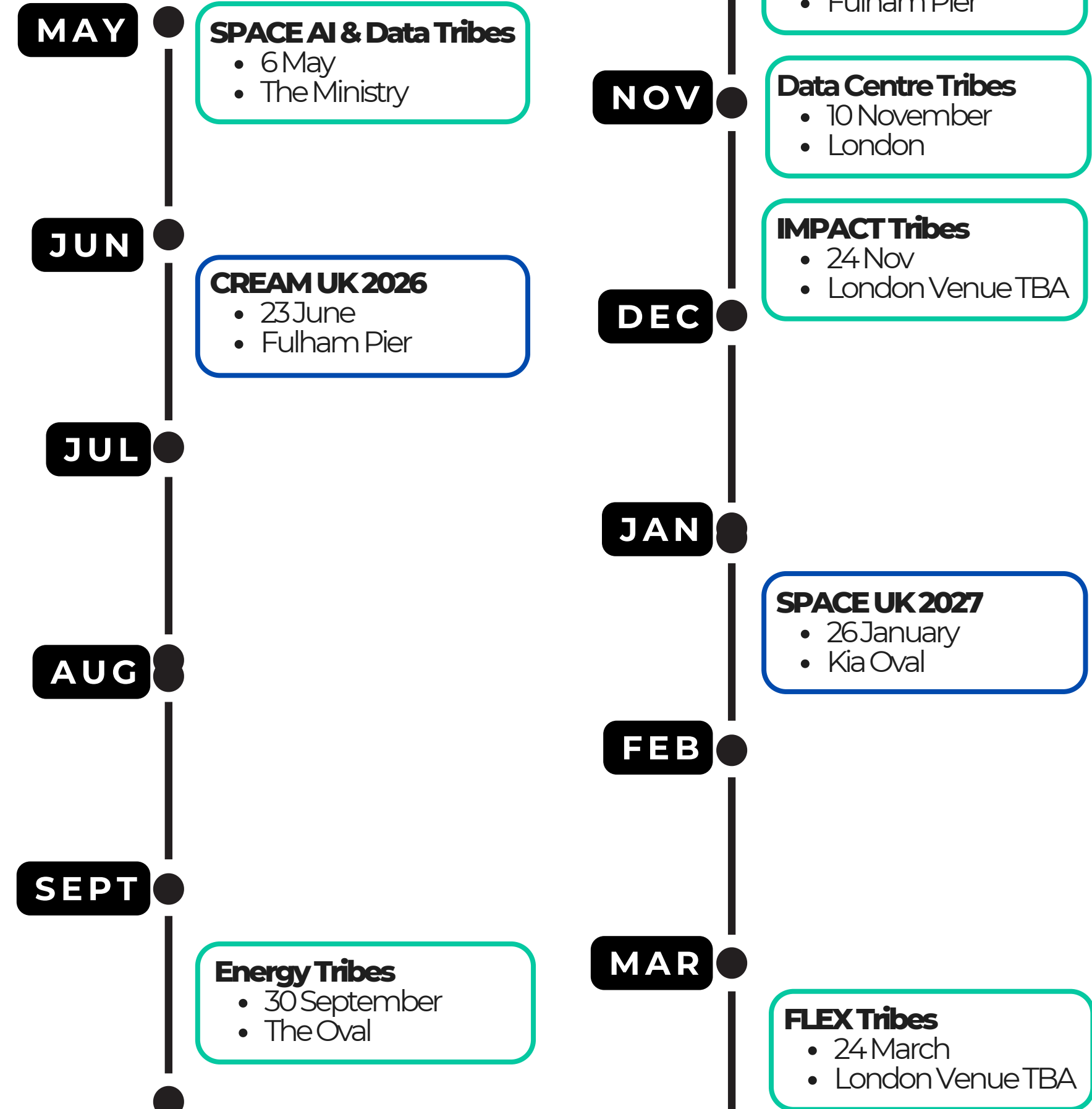
'Flagship Events' are the *big ones*. These events have a Main Stage, multiple Tribes, Thinktanks, Dinners, 1:1 meetings, and rich networking.

## UK Tribe Events

'Tribe Events' are attended by a maximum of 150, with concurrent Tribes and 1:1 meetings throughout the day. They're designed for collaboration, relationship building and engagement.

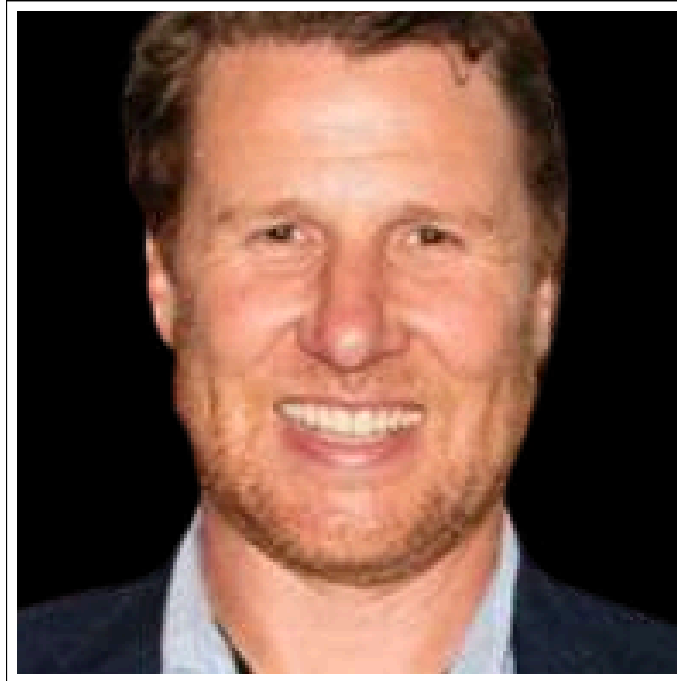


Visit Website



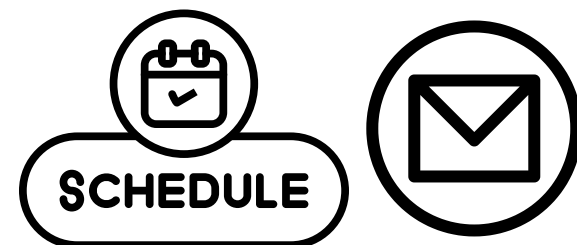


# Contact us



**Neall De Beer**

To discuss sponsorship opportunities



**Marco Pestana**

To become a Co-Host or Panellist (Investors, Developers, Operators)



**Dean Ravell**

To discuss media & marketing partnerships

