



# Workplace Futures Conference Sponsors Pack 2025



**FM & AI: everything you need to know**

*A hybrid conference for the FM sector on Tuesday 25.02.2025*

## Workplace Futures 2025 - FM & AI: everything you need to know

Workplace Futures 2025 will tackle one of the most talked about issues in the technology arena – artificial intelligence. Specifically, AI and FM. What is AI? What does it mean for the future of FM? How is it being used now? What are the pros and cons, the opportunities and challenges? Are we ready for this change?

Building on the very successful Workplace Futures '23, where we looked at technology beyond the information age, and '24, which sharpened the focus to people and technology, '25 turns the spotlight on AI – how it differs from other 'smart' technologies and why we need to be working now to prepare ourselves and adapt our businesses to the ever-changing FM marketplace.

Artificial intelligence leapt to prominence with last year's arrival of the easy-access Chat-type generative platforms. It has become a highly competitive area of the technology world, developing rapidly even as academics, governments and others worry about how to control its potential power and use. The term spans a range of capabilities, including image recognition, speech recognition, process automation, predictive modelling and text generation. Within the FM arena, we see it in use already in 'smart building' applications, as well as in the tendering process – and in the property management sector, it is becoming an expected tool in client servicing.

There is no doubt that AI is 'the next big thing' for FM. The potential benefits seem clear: greater efficiency and effectiveness, rapid reaction

to emerging issues, increased data processing power, accumulated knowledge and experience. But we also know that there are dangers – in the form of unexpected system bias, absence of specific FM knowledge leading to incorrect decisions, and over-reliance on data without a real human perspective.

So, how do we navigate the next few years as AI's reach grows, yet it still remains a 'work in progress'? Service providers need to keep pace with changes and opportunities but also need to make sound, informed decisions. How do we ensure we have the people we need with the right skills? Increasingly, the ideal candidate for FM seems to be one with a solid mix of operational experience and tech-savvy knowledge. Are we doing enough to reach a broad candidate base? Are we providing enough of the right training? It has been said that you may not be replaced by AI; but you may well be replaced by someone who knows what it is and what it can do. Are we ready for the challenges implied here?

Artificial intelligence is already finding its way into FM. We see it – or very soon will - in the monitoring and management of assets, assessing performance and diagnosing problems; customer service-type systems including reception, access control and helpdesks; service applications around the delivery of experience and wellbeing; the preparation of tender documents and specifications, as well as the subsequent review of tender submissions.



## Workplace Futures 2025 - FM & AI: everything you need to know

If there ever was a time to be prepared for change, this is it. What can we learn from the pioneers in this area? Which companies have been developing and deploying new AI-enabled systems and services? How do we prepare, plan and deploy sound readiness strategies? How do we ensure we use this technology to best effect, providing collaborative support for our people at all levels? How do we ensure we have the best balance between IQ, bolstered by the technology, and EQ, the emotional intelligence that only people can provide?

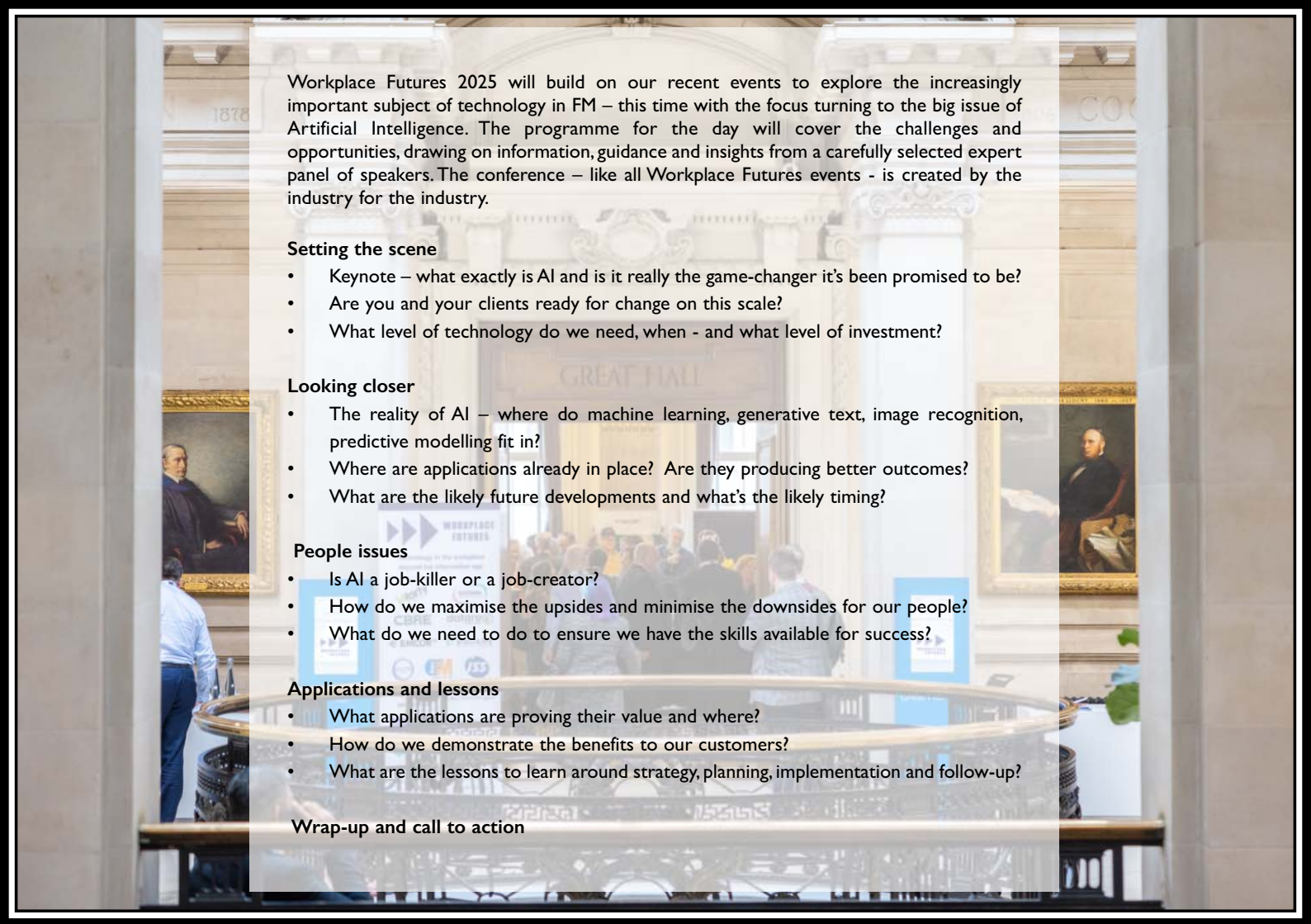
Workplace Futures 2025 will bring together a strong panel of speakers to offer valuable, knowledgeable, practical information and insights – from the big trends in the technology world, the commercial world and into FM, through current challenges and opportunities around both AI technology and people development, to case studies of implementation and successful outcomes.

We guarantee to challenge your perceptions and provide essential take-aways and plenty of valuable insights, all freely available to share with your colleagues.

### Conference coverage will include:

- What exactly is AI?
- How fast is it developing and where is it already being used?
- What are the pros & cons, the benefits & the risks?
- Which service areas are going to be reshaped by this technology first?
- How are client expectations and requirements changing?
- What do service providers need to do to make their businesses future-ready?
- How do we ensure we have the right skills in the workforce?
- What new investment may be required
- What are the best ways to bring clients along on the journey?
- What can we learn from the pioneers already using AI systems?

**Join us on Tuesday 25th February 2025,  
to watch, listen, share, learn, participate and network in person & interact on our virtual platform.**



Workplace Futures 2025 will build on our recent events to explore the increasingly important subject of technology in FM – this time with the focus turning to the big issue of Artificial Intelligence. The programme for the day will cover the challenges and opportunities, drawing on information, guidance and insights from a carefully selected expert panel of speakers. The conference – like all Workplace Futures events - is created by the industry for the industry.

### **Setting the scene**

- Keynote – what exactly is AI and is it really the game-changer it's been promised to be?
- Are you and your clients ready for change on this scale?
- What level of technology do we need, when - and what level of investment?

### **Looking closer**

- The reality of AI – where do machine learning, generative text, image recognition, predictive modelling fit in?
- Where are applications already in place? Are they producing better outcomes?
- What are the likely future developments and what's the likely timing?

### **People issues**

- Is AI a job-killer or a job-creator?
- How do we maximise the upsides and minimise the downsides for our people?
- What do we need to do to ensure we have the skills available for success?

### **Applications and lessons**

- What applications are proving their value and where?
- How do we demonstrate the benefits to our customers?
- What are the lessons to learn around strategy, planning, implementation and follow-up?

### **Wrap-up and call to action**

# Sponsors Package - £5,500 + vat

## *What's included...*

- Four delegate places for the full conference plus 15 virtual passes
  - Discounted rate for additional in-person delegates (£300 + vat)
    - invite your senior leadership teams and your clients to benefit from the content and insights
  - Logo on all marketing collateral and emails
    - Logo on conference website
    - Logo on all interval slides at event
    - 2 pop-up sales banners at venue
  - Full page advertisement in post conference White Paper
- 
- A unique business development & marketing opportunity
  - Develop a better understanding of the needs of FM
  - Network with colleagues and make new contacts
  - Share experiences and knowledge with peers
  - Support your industry - take the initiative, get involved
  - Raise your corporate profile



# Sample of sponsors and delegate organisations from previous Workplace Futures conferences

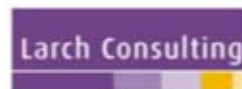


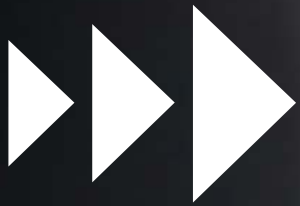
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# WORKPLACE FUTURES

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Tuesday 25.02.2025

Sponsorship  
£5,500 + vat



For more information:

[www.workplace-futures.co.uk](http://www.workplace-futures.co.uk)

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