Facilities Management
Execution 2008

International Conference: 18-19 February 2008
Interactive Masterclass and Workshops: 17 and 20 February 2008
Venue: Shangri-La Hotel, Dubai, UAE

Drive customer-centric facilities management able to exceed demanding expectations with practical execution and Middle East focused techniques

BOOK AND PAY BEFORE 29 NOVEMBER 2007 AND SAVE UP TO US$700!

And Many More...

Including two interactive workshops and a Masterclass that you can't afford to miss:

United Development: Mega FM: Facility Management Catered to Demanding Mega-Project Environments
Emaar Properties: Drive Customer Retention And Attractiveness With Customer-Centric Facilities Management
Sama Dubai: Remote Success: How You Can Remotely Manage Facilities Management To Ensure Proper Execution And Implementation

The ONLY event addressing the issues that FM leaders are facing with an emphasis on execution:

• Less theory, more practical execution from a hand-picked speaker panel
• A focus on implementation from both strategic and operational perspectives
• New perspectives from leading players in a case study driven program

Represented properties include: Downtown Jebel Ali, Khalidiya Village, Oyoun Village, The Gate District, Shams Abu Dhabi, Golf Gardens, Damac Heights, La Residence, Palm Terrace, Lake Terrace, The Waves, Palm Springs, Ocean Heights, Dolphin Towers, Pearl Qatar, Scala Tower, Emirates Palace Hotel, Grand Hyatt Dubai, Al Bandar, Al Muneera, Noor Al Ain, Yas Island, Al Raha Beach, Dubai Towers Dubai, Dubai Towers Doha, Yiti Resort and Spa Oman, Amwaj Rabat Morocco, Beach Resort and Spa Bahrain, The Lagoons Dubai, Burj Dubai, Dubai Marina, Arabian Ranches, Emaar Business Park, Global Tower, Al Raya Tower, Kuwait Business Town, Al Maha Villas, Individual - Mazaya Villas, Blue Chip, Seven Zones, Mazaya Health Clinic and many more...

Media Partners

Researched & Developed by

www.facilitiesmanagement2008.com
Masterclass A
Mega FM: Facilities Management Catered To Demanding Mega-Project Environments

Develop a practical path to success in our innovative, interactive full-day workshop with David Cannon: the mind behind the Pearl Qatar’s industry-leading facilities management. It is essential to understand the unique demands of mega-project developments. It is even more important to develop a facility management plan that will cater to this environment without inflating costs or decreasing quality. You can’t afford to pass this up.

How you will benefit:
• Discover the absolutely essential changes that must be made in your facilities management due to the scale of your project to be able to meet your goals
• Dissect the difficulties you are facing with your projects to understand how a strategy can be develop to tackle these issues
• How you can take advantage of the benefits and ease the challenges that result from working in our unique Middle East environment

David Cannon
Director of Operations
Pearl Qatar, United Development

Workshop B
Drive Customer Retention And Attractiveness With Customer-Centric Facilities Management

Led by Mick Dalton, a leading mind in Emaar’s powerful push towards a strong customer focus. A comprehensive workshop where the leading insights into the adaptation of your facilities management to the values, beliefs, and needs unique to the Middle East market will be discussed and addressed. This interactive discussion will work towards developing your FM team’s ability to serve your Middle East customers for higher retention, satisfaction and investment attraction.

How you will benefit:
• Discover how a focus on the customer and higher expenditure on their demands will increase your profitability
• Our interactive workshop format allows for discussion of innovative solutions and programs that will increase customer retention, satisfaction and investor appeal
• Focus on the Middle East: Which customer-focused initiatives are most cost-effective and appealing to the local market and which are better left untouched

Mick Dalton
Senior Director Asset Management
Emaar Properties PJSC

Workshop C
Remote Success: How You Can Remotely Manage Facilities Management To Ensure Proper Execution And Implementation

Discover practical technique and best-practice implementation for remotely controlling your large-scale facilities management with Sami Sulaiman, who has over a decade of experience in senior level FM to share. Dissect the regional difficulties in large-scale FM management you face on a daily basis and piece together a practical strategy that will drive forward the quality of your facility management while increasing efficiency, decreasing costs and saving you time.

How you will benefit:
• Discover the most effective and efficient models that can be implemented in our market for strong control of remote activities
• Focus on communication: How to ensure that you receive all of the necessary feedback from your remote location and that your response is understood and well-received
• Talent management: Essential insight into finding and working with the right management to ensure that they will work effectively in a large-scale setting

Sami Sulaiman
Senior Property and Operations Manager, North Africa
Sama Dubai

ABOUT IQPC
IQPC provides business executives around the world with tailored practical conferences, large scale events, topical seminars and in-house training programs, keeping them up-to-date with industry trends, technological developments and the regulatory landscape. IQPC’s large scale events are market leading “must attend” events for their respective industries.

IQPC produces more than 1,500 events annually around the world, and continues to grow. Founded in 1973, IQPC now has offices in major cities across six continents including Berlin, Dubai, Johannesburg, London, Madrid, New York, Sao Paulo, Singapore, Stockholm, Sydney, and Toronto — with additional openings scheduled for 2007. IQPC leverages a global research base of best practices to produce an unrivalled portfolio of conferences.

T: (971) 4 364 2975   F: (971) 4 363 1938   E: enquiry@iqpc.ae   Web: www.facilitiesmanagement2008.com
Conference Day One: Monday 18 February 2008

08:30 Registration, coffee and networking
09:00 Opening remarks from the chairperson

Fatma Mahfoudh
Editor and Publisher
FM Magazine

08:30 Registration, coffee and networking

PRACTICAL LONG-TERM FACILITY MANAGEMENT PLANNING FOR MAJOR COST SAVINGS OVER PROPERTY LIFETIME

Stay in control: leading strategy and techniques for balancing FM quality control with low-cost outsourcing

- In-house or outsourced? Discover which activities are best kept in-house for enhanced control and which can be outsourced for lower costs
- Keep essential staff on-site and available on demand for stronger responsiveness to demanding environments and decrease costs associated with excessive on-site teams

David Cannon
Director, Operations
United Development Company

FM in Construction: Why is it important and how will it help your company?

- How to maximise savings from early investment in FM during the construction phase of your project
- Discover best-practice strategy in embedding FM implementation strategy into your project management structure

Ahmed Shakhani
Managing Director, UAE
Memon Investments

Executive Exchange: Exclusive one-to-one networking session

Meet, network and exchange business cards with fellow delegates and speakers in IQPC’s exclusive, lively networking session. In this revolutionary, quick-fire format, you can meet every single delegate and exchange best-practice and learning. Bring along your business cards, this will be exciting!

FM in Construction: Leading strategy and execution in maintaining communication channels between construction team and FM team for large long-term cost savings

- How efficient communication channels between project managers and facilities managers can substantially decrease the lifetime cost of a property
- Best-practice in initiating conversation between the construction and FM teams, who run on tight and widely varying schedules
- Increase awareness of the importance of early facilities management implementation during the construction phase among teams responsible for construction and FM

Mick Dalton
Senior Director Asset Management, UAE
Emaar Properties PJSC

FM in Construction: Discover what information is essential in communication between Project Managers and Facility Managers for more efficient knowledge transfer

- Getting through: Do both parties understand the message being sent? Are they reacting accordingly? What other factors may be affecting your success?
- Keep it essential: best-practice in communicating only essential information to decrease wasted time and lessen confusion
- Gain perspective: understand the reasons behind decisions and initiatives created by both parties for streamlined execution and integration

Dr Assem al-Hajj
Professor, Facilities Management, UAE
Heriot-Watt University Dubai

BEST-PRACTICE FACILITY MANAGEMENT STRUCTURING AND MANAGEMENT FOR STREAMLINED EFFICIENCY

Interactive Panel Session

Solutions for strengthening corporate focus on large long-term savings through FM with relatively small early investments

- Driving substantial long-term savings through solutions and innovations that result from a team of long-term focused facilities managers
- Explain the long-term benefits of early investments with concrete financial information
- Internationally recognized best-practice for projecting facilities management savings and forming proposals for early investments

Sami Sulaiman, Senior Property and Operations Manager, North Africa
Sama Dubai

Mick Dalton, Senior Director Asset Management, UAE
Emaar Properties PJSC

Best practice facility management structure for streamlined FM operations, stronger service integration and lower costs

- Consolidate repeated activities into a centralized facilities management division for fewer redundancies and enhanced service integration
- How will growth or reduction of your facilities management staff drive results while decreasing overall costs?
- Understand internationally recognized standards in FM structure to eliminate confusion of department and position responsibilities

Kankanam Dharmadasa
Chief Engineer, UAE
Emirates Palace Hotel

Finding high-level FM staff in the complex and limited Middle East market

- Sifting through management available in today’s local and international market to build a team that will succeed in today’s demanding environment
- Seeking managerial talent from outside of the Middle East that will be able to meet your needs and understand the local market

Danielle Le Faucheur
Senior Consultant
Macdonald and Company

Selecting and developing talented management for your FM team to increase productivity and innovation

- Developing the most productive, talented and experienced middle management without breaking the bank
- Training high-level facility management staff to focus on unique Middle East concern for market-catered solutions
- Retaining FM staff while their demand is high

Sami Sulaiman
Senior Property and Operations Manager, North Africa
Sama Dubai

Chairperson’s closing remarks

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Conference Day Two: Tuesday 19 February 2008

10:30 Morning refreshments and networking

11:00 Interactive Panel Session

11:40 Measuring success: methods for tracking the quality of service provided by FM activity contractors to make more informed decisions when extending or cancelling a contract

11:50 Leading ideas in ensuring that professional facilities are provided to customers for increased competitiveness and customer retention

12:20 Networking lunch

13:20 The future of practical FM strategy

Meeting the Speakers: Interactive Roundtable Q & A

14:00 Building and managing facilities management vendor relationships in the Middle East for increased choice control and flexibility in the market

14:40 Best-practice benchmarking and supervision of facilities management companies and staff to increase both quality control and value

15:20 Afternoon refreshments and networking

16:20 Best-practice in outsourcing FM activities that demand on-time performance to meet demanding environments

17:00 Chairperson’s closing remarks

Fatma Mahfoudh
Editor and Publisher
FM Magazine

Fatma Mahfoudh
FM Magazine

Redefine FM in your company for a stronger customer-centric approach and better service to customers for increased competitiveness and customer retention

• Establish facilities management as a customer service-focused department in your organization for increased customer retention and investment attractiveness

• Take the extra step in FM customer service with unique and innovative in-house initiatives that attract new customers and increase revenue

• Create a customer-centric attitude and customer-focused KPIs among outsourcing staff

Sanjay Batiya
Vice President Facility Management, UAE
Damac Properties

How early investments in energy saving will reflect positively on your bottom-line

• In addition to lessening your environmental impact, discover how early investment in energy saving initiatives will lower lifetime property costs and strengthen your attractiveness with customers and the public

• Implement the latest technology in energy saving for lower energy costs

• Essential energy saving implementation during the construction phase of project development for lower implementation costs later on

Philip Barnett
Property Manager
Grand Hyatt Hotel Dubai

Joseph Abunasif
Corporate Facilities Engineer
Al Mazaya Holding Company

Damees El-Maghrabi
CEO
Al Masaar

How to make sure that suppliers understand your expectations from staff for fewer problems later in your contract

• Leading techniques in ensuring that professional facilities are provided to customers for increased competitiveness and customer retention

• Measurement of facility management activity contractors to make more informed decisions when extending or cancelling a contract

• Measuring success: methods for tracking the quality of service provided by FM activity contractors to make more informed decisions when extending or cancelling a contract

• Leading ideas in ensuring that professional facilities are provided to ensure that staff perform their duties to ensure that service is paramount as is customer satisfaction

Kenneth Longmuir
Real Estate Manager, Qatar
Al Mador Group

Dan Davies
Facilities Manager, Global Corporate Real Estate
Limitless

Select facilities management service providers with confidence: Leading techniques for finding both quality and value in hard and soft services

• Best-practice techniques for evaluating facilities management activity suppliers to ensure that you are contracting the highest quality staff or service with the best value

• Ensure that the staff you are contracting are certified and able to perform the duties required of them

• Discover how to see through providers who promise quality and don’t deliver

• On the same page: how to make sure that suppliers understand your expectations from staff for fewer problems later in your contract

Anthony Abu Hamad
Executive Director, Asset Management
Sorouh Real Estate

Meet the Speakers: Interactive Roundtable Q & A

The future of practical FM strategy implementation for the Middle East

In this exclusive roundtable setting, Facilities IQ gives delegates the chance to discuss in detail some of the key issues from the last day of presentations. With each roundtable being led by the speaker who delivered the original presentation, attendees can get to the heart of the issues and develop practical solutions to their problems that they can take away and implement immediately into their businesses. Roundtable groups on the following themes:

• Redefine FM in your company for a stronger customer-centric approach and better service to customers for increased competitiveness and customer retention

• Select facilities management service providers with confidence: Leading techniques for finding both quality and value in hard and soft services

• Building and managing facilities management vendor relationships in the Middle East for increased choice control and flexibility in the market

• Best-practice in outsourcing FM activities that demand on-time performance to meet demanding environments

Sanjay Batiya
Vice President Facility Management, UAE
Damac Properties

Davies, Facilities Manager, Global Corporate Real Estate, Limitless

Kenneth Longmuir, Real Estate Manager, Qatar

Royal Group

Executive Director, Asset Management
Sorouh Real Estate

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• Select facilities management service providers with confidence: Leading techniques for finding both quality and value in hard and soft services

• Building and managing facilities management vendor relationships in the Middle East for increased choice control and flexibility in the market

• Best-practice in outsourcing FM activities that demand on-time performance to meet demanding environments

Sanjay Batiya, Vice President Facility Management, UAE
Damac Properties

Davies, Facilities Manager, Global Corporate Real Estate, Limitless

Kenneth Longmuir, Real Estate Manager, Qatar

Al Mador Group

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New building construction spending continues to boom, but our industry has begun to shift focus to the other 80% of total building costs: facilities management expenses spread over the lifetime of a building. As major construction projects begin to reach completion, we are only just realizing the importance of implementing best practice facilities management that will decrease your costs while increasing your customer retention and investment attractiveness.

6 event highlights that make Facilities Management Execution 2008 a must-attend opportunity:

1. Dissect, understand and develop FM vendor relationships in the Middle East with Dan Davies’ experience with the Downtown Jebel Ali development

2. Select only the best FM service providers in confidence with Anthony Abu Hamad of Khalidiya Village, Oyoun Village and other developments

3. Generate substantial cost savings through energy savings with Philip Barnett at the Grand Hyatt Hotel Dubai

4. Guarantee outsourcing efficiency, quality and success with Kenneth Longmuir of Scala Tower

5. Deliver customer-centric FM results to increase customer retention and investor attractiveness with Sanjay Batiya’s insight from Damac Heights, La Residence and other developments

6. Benefit from industry and region leading case-study workshops and masterclass from United Development, Emaar Properties and Sama Dubai

Sponsorship and Exhibition Opportunities

Only at Facilities Management Execution 2008 will the highest-level decision makers and policy makers be in attendance to evaluate potential partners and network with key people. Can you afford to miss out on this opportunity? We have a variety of packages to suit your needs from sponsoring breakfast briefings to networking drinks. For more details, please email sponsorship@iqpc.ae

EXHIBITION FLOOR PLAN:
Reserve your place NOW!

Facilities Management Execution 2008

FM Consultants is a division of Facilities Management Magazine Ltd, UK. FM Consultants was established in 2004 specialising in marketing consultancy services for construction-related businesses. In addition, the company undertakes corporate communications and branding services.

In the short time since its launch in July 2005, ProperT.ae magazine has already become a leading real estate and lifestyle magazine in the region. Its glossy pages beckon readers with high quality images supported by informative text regarding local mega projects, infrastructure developments, exhibitions, real estate-related financial news, and in-depth interviews with dominant personalities. Complementing the magazine is the portal, www.propert.ae, an interactive news centre featuring bi-weekly updated real estate news and an easy-to-navigate property finder. ProperT.ae has a circulation of 23,000 copies across the Arab world and Europe and is part of the renowned Knotika Holding.

Book now and join your fellow industry professionals:

- General Managers and MDs
- Asset Managers
- Residential Managers
- Maintenance Managers
- Operations Managers
- Technical Directors
- Facilities Managers
- Property Managers
- Project Managers
- Chief Engineers
- Estate Directors
- Building Managers

Media Partners

Corinthian Publishing FZ LLC opened in March 2003 in Dubai Media City and has successfully established Property World ME magazine as its flagship publication, becoming the leading local and international property magazine in the Arabian Gulf. Property World ME is a monthly English language magazine, supported by an international website www.propertyworldme.com. In addition Corinthian Publishing FZ LLC also publishes a ‘top end’ motoring magazine entitled ‘GTQ’ and ‘Full Throttle’ - a magazine dedicated to motorbike enthusiasts in the Middle East, which also covers quads, karts and dragsters - www.fullthrottleme.com

Corinthian Publishing FZ LLC offers all publishing, media and marketing solutions.

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**REGISTRATION FORM**

**Event code is:** MM 12863 O CS TM FM EXT
Please complete in BLOCK CAPITALS as information is used to produce delegate badges.

Please photocopy for multiple bookings.

Please do not remove this label even if it is not addressed to you.

**Your Priority Registration Code is printed on the top of the label below. Please quote it when registering.**

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**CONFERENCE PRICES**

**BOOK AND PAY BEFORE 29 NOVEMBER AND SAVE UP TO US$700**

<table>
<thead>
<tr>
<th>Conference Package</th>
<th>Conference Price (USD)</th>
<th>Before 29 November 2007</th>
<th>Regular Price</th>
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</thead>
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<tr>
<td>Maximum Value Package (Conference + Masterclass + 2 Workshops)</td>
<td>$3796</td>
<td>$4096</td>
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<td>Gold Package (Conference + Masterclass)</td>
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<td>Silver Package (Conference + 2 Workshops)</td>
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<tr>
<td>Masterclass A</td>
<td>$999</td>
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</table>

Please indicate your choice of workshop(s):

- A
- B
- C

* Check for special group discount for registration of 2 or more.  
* Discounts are not valid if payment is received after closing date.  
* Discounts cannot be combined.  
* Payment prior to conference is mandatory for attendance.

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**DELEGATE DETAILS**

Please photocopy for additional delegates and/or delegate with different addresses

**DELEGATE 1**

Name
Email
Job Title
Organisation
Address

**Postcode**
**Telephone**
**Fax**
**Dept. Head**
**Title**

Name of person completing form if different from delegate

Signature
Date

I agree to IQPC’s payment terms

If you have not received an acknowledgement before the conference, please call us to confirm your booking.

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**PAYMENT METHODS**

We also accept payment by the following methods:

- By Credit Card:
  - Debit my credit card:  
    - Visa
    - Mastercard
    - American Express

- Expiry date

- Cardholder’s name

- Signature

- Card billing address (different from Co.address)

**Country**

**Postcode**

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**5 WAYS TO REGISTER**

- Fax: 971 4 363 1938
- Email: enquiry@iqpc.ae
- Phone: 971 4 364 2975

**Post:**
IQPC Dubai FZ LLC
PO Box 502397
Dubai, UAE

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**VENE  & ACCOMMODATION**

VENUE: Shangri-La Hotel
Sheikh Zayed Road
P.O. Box 75880
Dubai, United Arab Emirates
T: (971 4) 343 8888
F: (971 4) 343 8886

ACCOMMODATION: Hotel accommodation and travel costs are not included in the registration fee. A corporate room rate has been arranged for attendees at this conference. Please process the hotel room reservation form provided upon registration of your attendance.

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**CONFERENCE DOCUMENTATION AND AUDIO CDs**

- I cannot attend the event, please send me the Conference Documentation only at US$320.
  (N.B Advance orders will determine whether or not this conference will be recorded - Please enclose payment with your order.)

Your order is risk free! If not satisfied simply return the product within 15 days for a full refund.

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**PAYMENT POLICY:** Payment is due upon receipt of invoice and it includes lunches, refreshments and detailed conference materials. Your registration will not be confirmed until payment is received and may be subject to cancellation.

**CANCELLATION & SUBSTITUTIONS:** You may substitute delegates at any time.

IQPC does not provide refunds for cancellations. For cancellations received in writing more than seven (7) days prior to the conference you will receive a 100% credit, subject to a 10% administration fee, to be used at another IQPC conference for up to one year from the date of issue. For cancellations received seven (7) days or less prior to an event (including day 7), no credits will be issued. In the event that IQPC cancels an event, delegate payments at the date of cancellation will be credited to one future IQPC event. This credit will be available for up to one year from the date of issue. In the event that IQPC postpones an event, delegate payments at the postponement date will be credited towards the rescheduled date. If the delegate is unable to attend the rescheduled event, the delegate will receive a 100% credit representing payments made towards one future IQPC event. This credit will be available for up to one year from the date of issue. No refunds will be available for cancellations or postponements.

IQPC is not responsible for any loss or damage as a result of a substitution, alteration or cancellation/postponement of an event. IQPC shall assume no liability whatsoever in the event this conference is cancelled, rescheduled or postponed due to a fortuitous event, act of God, unforeseen occurrence or any other event that renders performance of this conference impracticable or impossible. For purposes of this clause, a fortuitous event shall include, but not be limited to: war, fire, labor strike, extreme weather or other emergencies.

**PROGRAM CHANGES POLICY:** Please note that speakers and topics were confirmed at the time of publishing; however, circumstances beyond the control of the organizers may necessitate substitutions, alterations or cancellations of the speakers and/or topics. As such, IQPC reserves the right to alter or modify the advertised speakers and/or topics if necessary. Any substitutions or alterations will be updated on our web page as soon as possible.

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**DAT A PROTECTION:** Personal data is gathered in accordance with the Data Protection Act 1984. Your data may be passed to other companies who wish to communicate with you offers related to your business activities. If you do not wish to receive these offers, please check the box below.

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**PAYMENT TERMS**

Payment due upon receipt of invoice. If a booking is received 10 working days before the conference a credit card number will be taken to confirm your place, likewise if full payment has not been received before the conference date. Payment prior to the event is mandatory for attendance.