



IFMA's **World Workplace** Your Facility Conference & Expo



NEXT GEN FM

Melissa Marsh

Founder, PLASTARC

Director, Occupant Experience, Savills Studley



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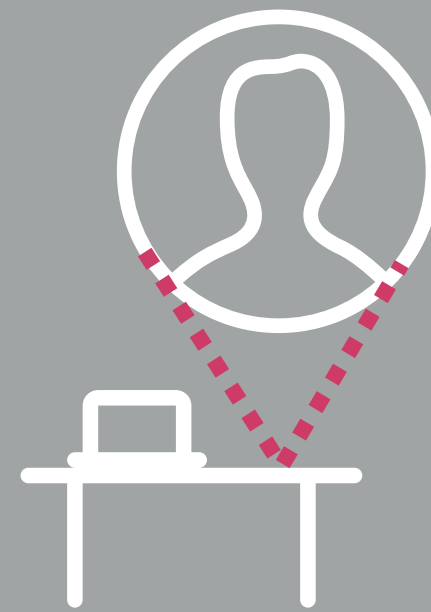


Review Session Learning Objectives

- Learn how the success of the (inter-departmental) community manager role is changing the definition and expectation of FM
- Explore how new players in workplace community management are applying lessons from other industries
- Evaluate how your organization approaches workplace experience by learning from more innovative organizational structures
- Apply lessons from successful inter-disciplinary workplace and facilities management roles

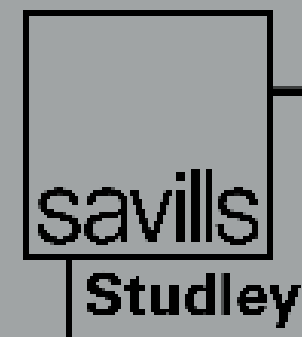
#IFMAWW16

NEXT GEN FM



PLASTARC

+



Melissa Marsh

Senior Managing Director,

Occupant Experience

Savills Studley

PLASTARC Founder,

pro multi-tasker and problem
solver.



PLASTARC

Social research and people analytics for the built environment company.

SOCIO-
SPATIAL
ANALYST

CULTURE OF
TECHNOLOGY

DATA & UX
VISUAL-
IZATION

WORKPLACE
ANTHRO-
POLOGIST

PLASTARC



we are a
WORK

**[PEOPLE
PROCESS
PLACE]**

innovation company



Organizations are increasingly recognizing that their
real estate is a critical *tool*
for *accelerating business*, driving speed to
market, and attracting and engaging *top talent*.

Occupant Experience @



Organizations are increasingly recognizing that their *real estate* is a critical *tool* for *accelerating business*, driving speed to market, and attracting and engaging *top talent*.



We are focused on deeply understanding the occupant experience of our clients, leveraging our workplace research and tools to advance topics of *wellness, human factors, user experience design*, and *technology* and innovation for our clients. As a set of nationally recognized practitioners, we are both delivering unique solutions to our clients, and driving what workplace means in the context of our unique tenant representation specialty.



Workplace research and strategy can help your organization make more informed, *data-driven*, and *people-centric* real estate decisions that maximize your investment at a variety of points in your timeline.

More than
cost /sq ft,
it's:



=





Coworking: more than a container for culture

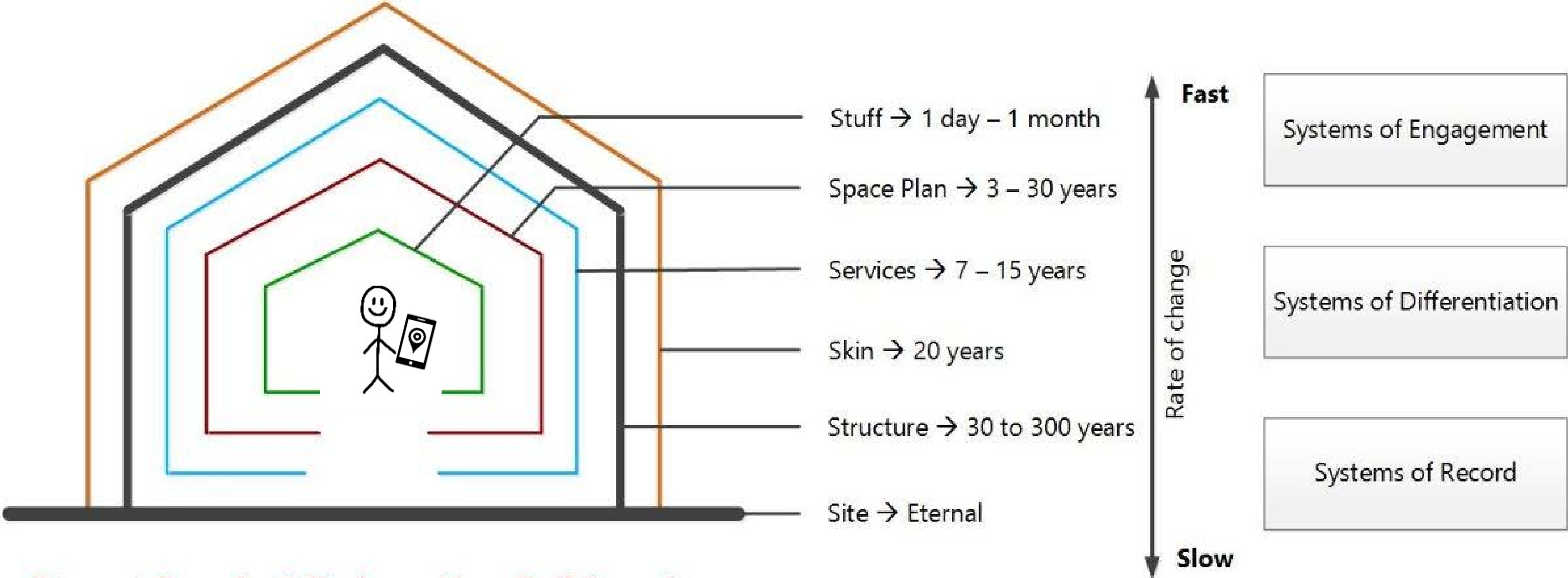




...is serving a new occupant

- Fierce Independence
- Emotional and Intellectual Openness
- Inclusion
- Free Expression and Strong Views
- Innovation
- Pre-Occupation with Maturity
- Investigation
- Immediacy
- Sensitivity to Corporate Interests
- Authentication and Trust

How buildings learn



Stewart Brand's 6 S's from How Buildings Learn

~~Facilities~~ Management ~~Community~~ Enablement



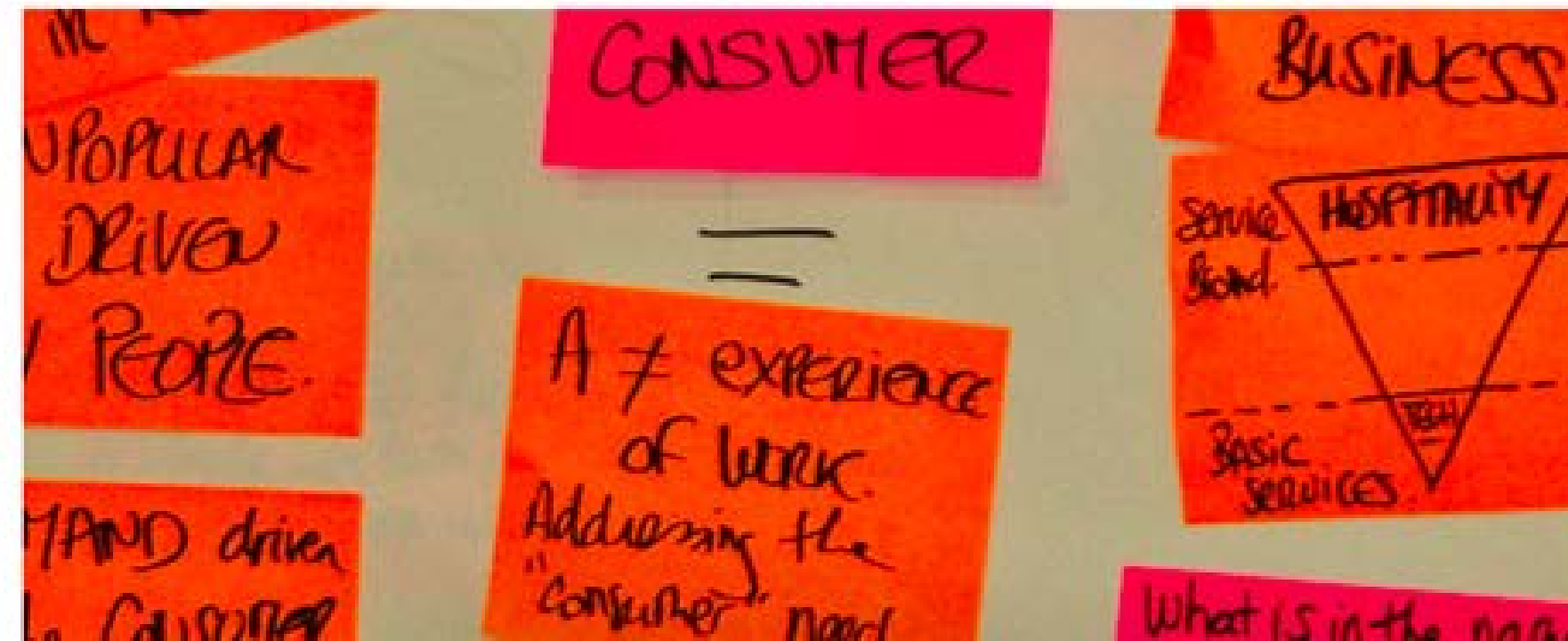


EXPERT INSIGHTS / JUNE 27, 2014

CLOSING THE GAP BETWEEN FACILITIES AND COMMUNITY MANAGEMENT

IFMA's Workplace Strategy Summit and the CMX Summit were held just a few days apart, in early June. In the article below, Melissa Marsh shows how the combination of these two events demonstrates a range of quickly emerging opportunities and conditions which are expected to transform both the design and use of workplace. Key points include:

- *Coworking is here to stay. It is one example of a new model of blended spaces, resources, and benefits wherein SPACE is a key feature but only one of many.*
- *Facilities management and community management are already converging in practice, while the formal professional impacts are still emerging.*
- *There is less and less difference between the way that we support the next generation of organizations with SPACE and with other corporate services including human resources.*
- *Enriching social environment, soliciting feedback on all elements of space to make the full experience the best possible is a community building and physical design imperative.*



VIDEOS



UPCOMING EVENTS

TUE 27 WDM OCTOBER WEBINAR - HOW TO ADAPT AND PERFORM IN A MOBILE WORK ENVIRONMENT
October 27 @ 3:00 PM - 4:00 PM

WED 28 NEOCON EAST
October 28 - October 29

WED 11 WDM SEATTLE TALK - WHAT CAN WE LEARN FROM BILLION DOLLAR STARTUP WORKPLACES?



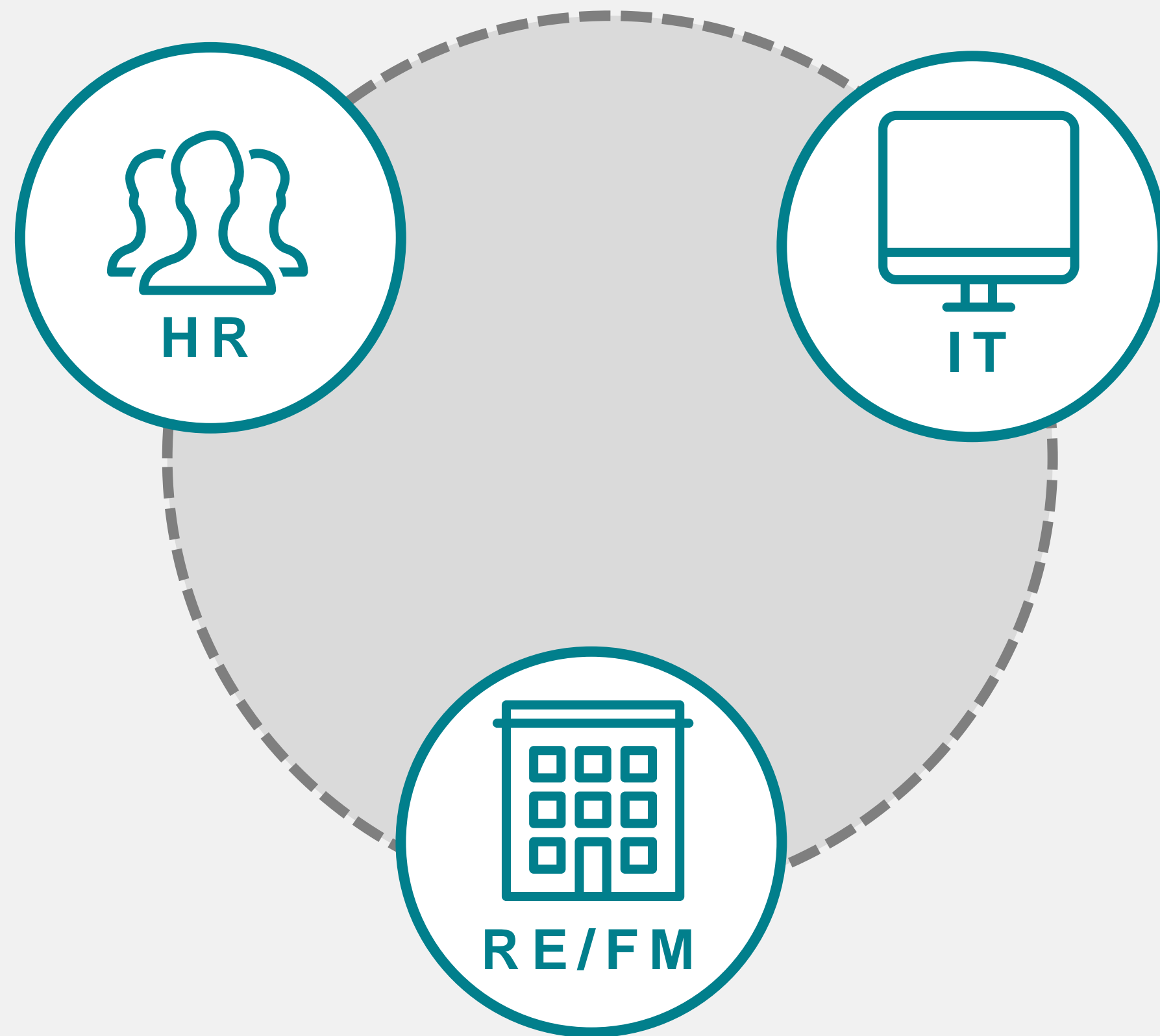
A photograph of a large audience seated in a warehouse-like space, attending a conference. A speaker is visible on the right side of the frame, standing near a whiteboard. The text "CMX SUMMIT" is visible on a wall in the background.

**CMX Summit is the Premier
Conference for Community
Professionals, Founders,
and Organizations**

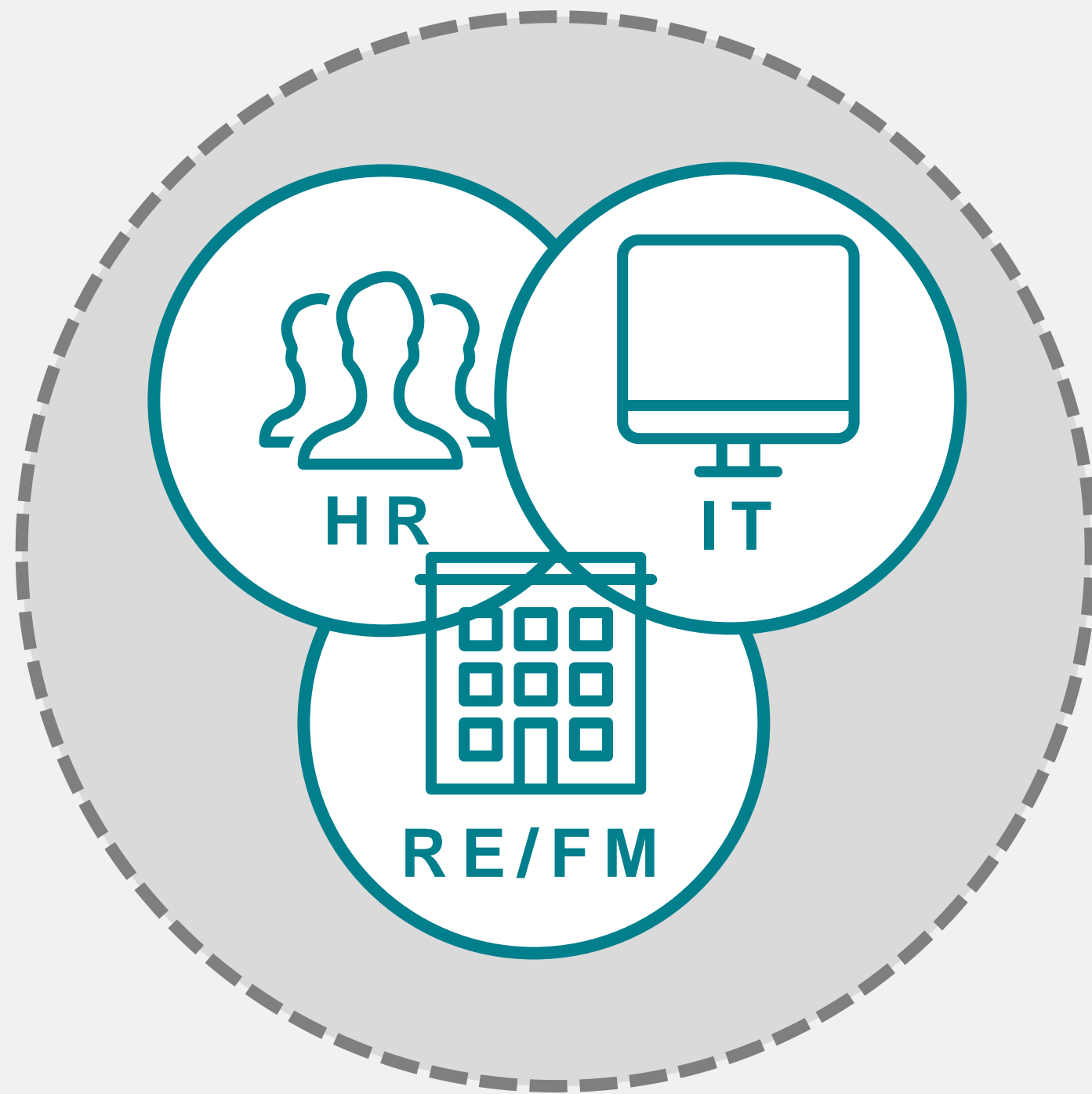
Attend the next CMX Summit



Employees want the brand and customer experience internally



**Hey, who's in
charge of
employee
experience
around here???**



**...sits at the
intersection
#buildingcommunity**



Future FM...



...engages, listens, and learns



The average estimate is **98%**
more accurate than any one
estimate.

- WISDOM OF THE CROWDS

Future FM is digitally savvy



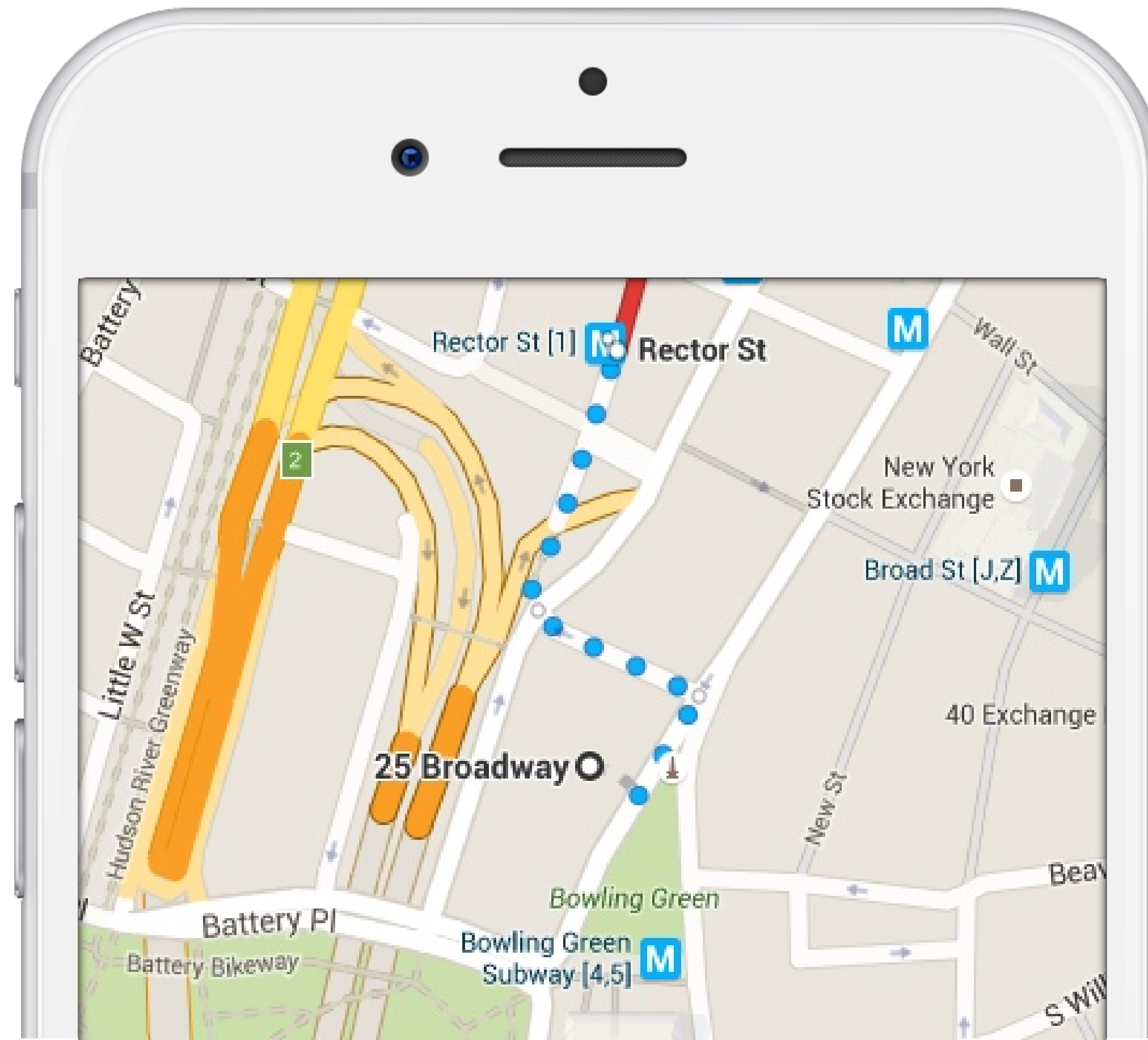
CITI BIKE

Commercialized transit



BASIS

Sidelined by Intel



NEST

Bought by Google



FOUR SQUARE

Eaten by Yelp

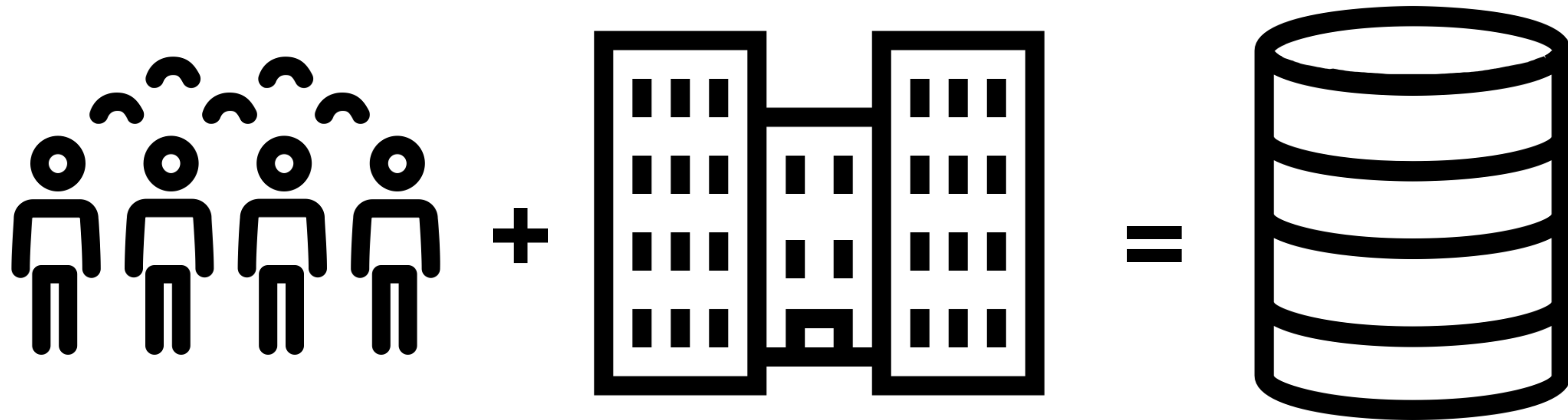
**...has more
automated
systems
available**

**2 at
8:00 am**

**46 at
8:00
am**

**...is more
focused on
people**

...has more more analytics than ever



PEOPLE

activities, interactions,
presence

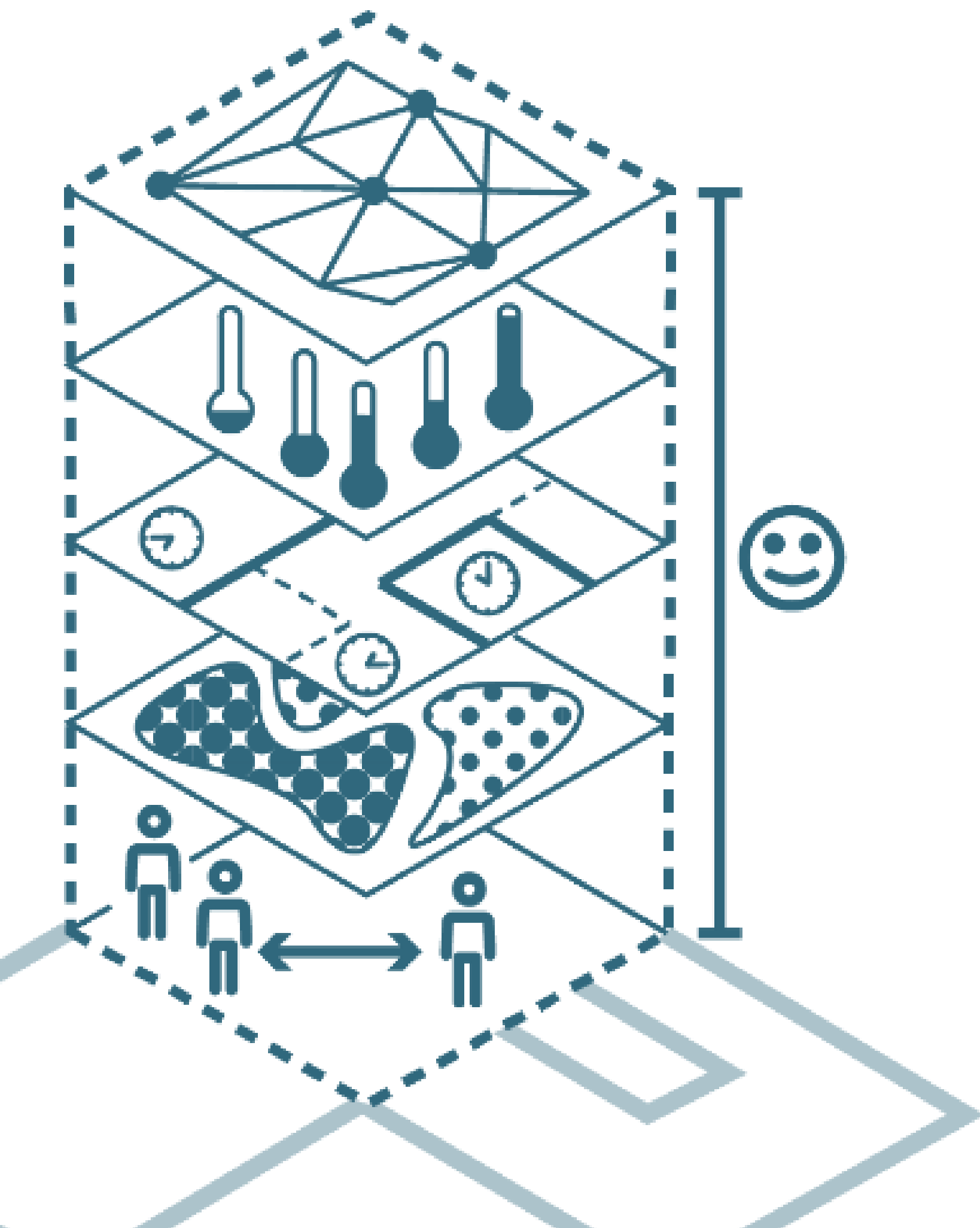
BUILDINGS

spaces, systems, furniture

DATA

how they interact

Building trust through a focus on the details #multisensoryworkplace



A community manager makes sure are seamlessly enabled, so that you *don't even think twice about*:

- social
- technology
- space
- environmental



**Community management is....
the life of the party**

Incorporating user feedback

#rateyourdesk



Focused on digital

#workplaceux



ENABLING THESE COMPONENTS TO
WORK TOGETHER



PROGRAMS



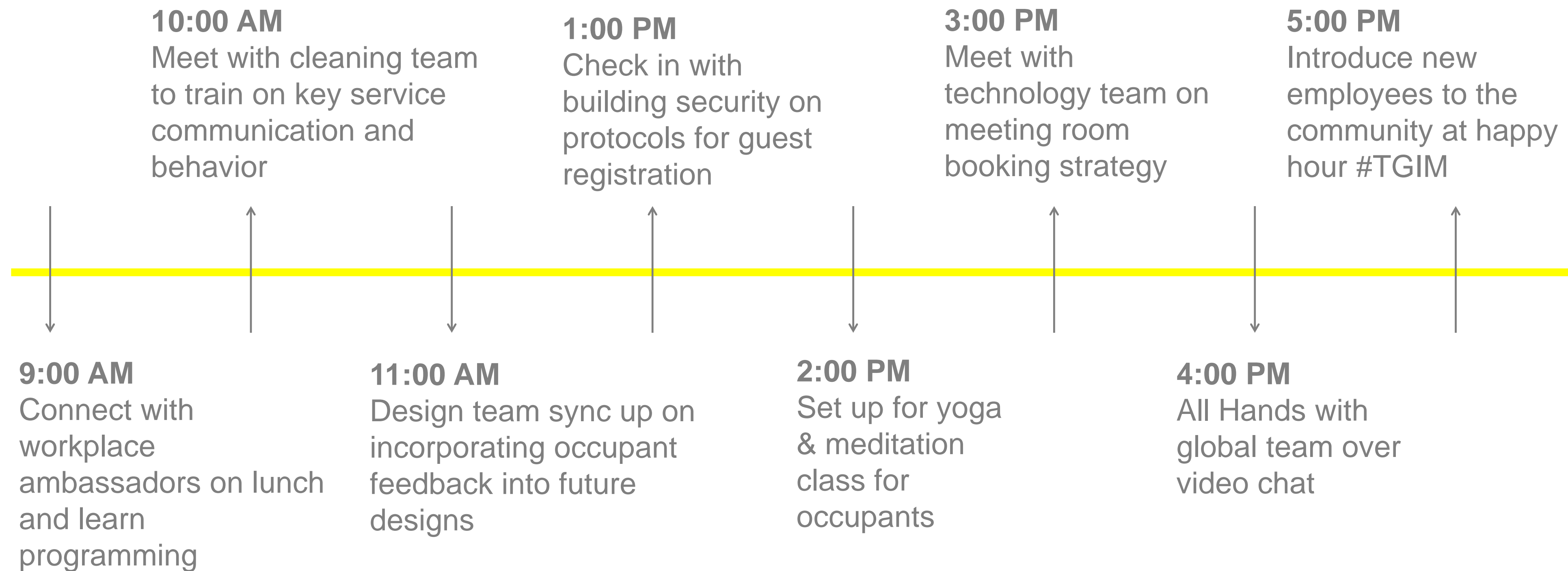
Modeling good behavior #lovemyjob



Enriching members through new systems of knowledge management **#occupantX**

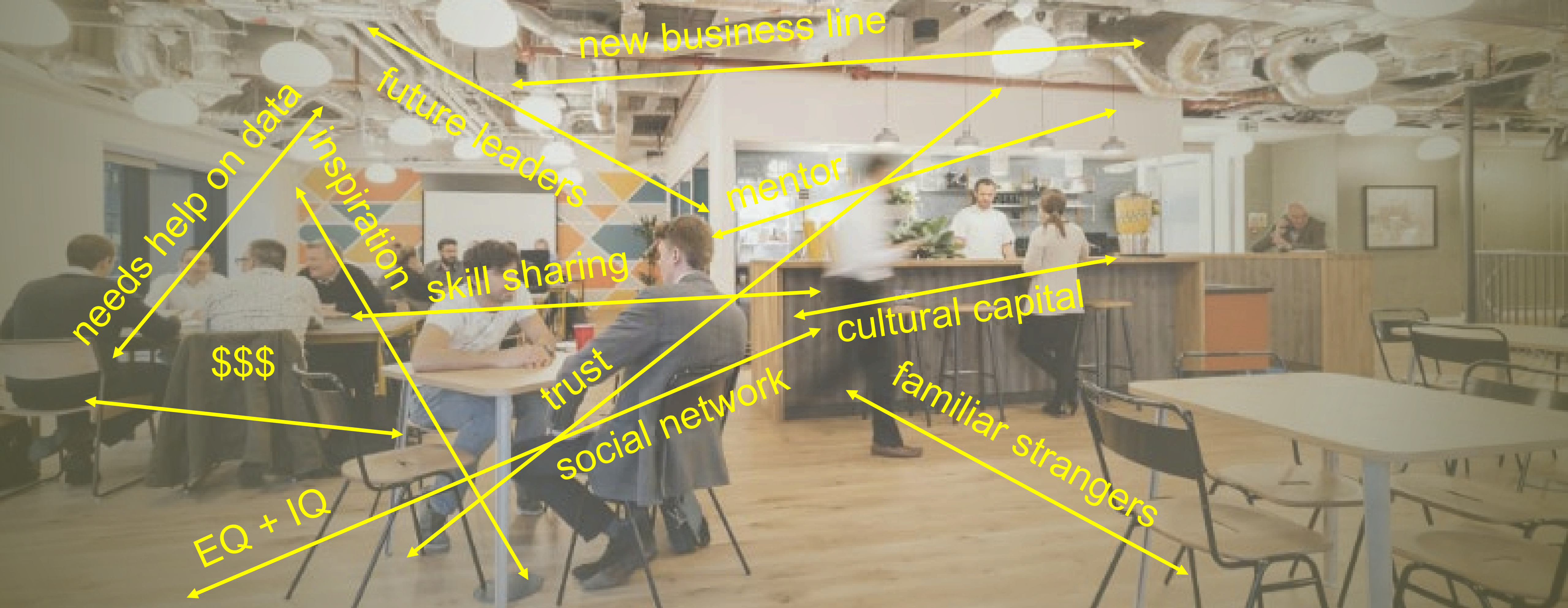


Delivering service centric design all day long...



Making sure people in workspaces feel heard and engaged on many topics, across many mediums

...connecting people to people #P2P



FM/CM...is not afraid to experiment
#failfast



**At the center of
spaces that perform for people**



Looking for a Community Management Job? Looking to Hire a Community Manager?

Check out our recent jobs listings below or add a job listing now.

POST A JOB LISTING

Workplace Community Manager

Job Description:

Community Managers manage and enhance all aspects of our workspaces. They support the daily needs of local employees while also driving community, culture, innovation and growth, both for individual team members and for our space as a whole. The Community Manager will: foster a high level of service and experience throughout the space; maximize collaboration through a highly functional community environment and the implementation of new programs; and ensure that the space as a facility is fully operational and that all systems run smoothly.

Responsibilities:

- Solve facility-related issues and help manage workplace operations.
- Work on community initiatives to foster connections between team members, including in-person interaction, events, electronic and print communications, etc.
- Contribute to social media efforts, branding and communications, conception and implementation of workplace programming.
- Work closely with team members, facility leadership, and other staff to track space performance and identify opportunities for improvement.

Desired Knowledge, Skills and Abilities:

- Past experience involving business operations, community relations, project management, customer service, retail, hospitality, and/or sales a plus.
- Empathetic and able to make workplace users and guests feel welcome and supported, to mediate disputes, and to foster connections.
- Strong work ethic, self-motivated and able to work independently
- Fun, vibrant, energetic and charismatic.
- College degree or equivalent with preferred focus on management, customer experience,

Offline and Online Community Manager Jobs

Hiring Managers: [Read our how-to guide for writing community manager job description](#)

Job Seekers: [Prepare for the questions you will likely be asked in your community manager](#)



Your Feedback is Valued!

Please take the time to **Evaluate Sessions**

Log into the Attendee Service Center

<http://tinyurl.com/WWSD2016>



THANK YOU!

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#rateyourdesk



Thank You!

For attending this
educational offering at
IFMA's World Workplace

**Be sure to evaluate the session online at the
Attendee Service Center**

<http://tinyurl.com/WWSD2016>