



SOCIALISING THE BOX



RECHARGE
Aparthotels • Extended Stay • Short Term Rentals

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SOCIALISING THE BOX

1. Connecting to Customers
2. The Changing Urban Environment
3. What is a Community?



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1. Connecting to Customers

How do we better connect with customers (individuals and organisations) as we move further into the new co-working and co-living era? What do we have to do to engage with them and demonstrate that a different approach to the way we live and work can benefit all?



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2. The Changing Urban Environment

Towns and cities are changing rapidly – retail is struggling, traditional ideas of home ownership are changing, and people are more mobile than ever. How can co-working/living help to transform and re-energise our urban centres and improve quality of life and work?





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3. What is a Community?

What do people want or currently miss that co-living and co-working can provide? How can the extended stay, co-living and co-working sectors better work together to deliver positive societal transformation?



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Workshop: Socialising the Box



- Developing shared working in boutique hospitality environment
- Creating a new hybrid between the home and the office
- Global shared living/work space with a sense of community for the digital nomad
- Shared working in a creative technology driven environment
- Home from home: the corporate client market for business travel
- Café culture coworking! Creating a relaxed working environment



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Workshop: Socialising the Box



Connecting to Customers

1. Steve Burns, Managing Director, EMEA & APAC, Bridgestreet
4. Andrew Fowler, Acquisitions Director, SACO Property Group; Co-Founder Locke Hotels

The Changing Urban Environment

2. Katy Zühlke, Head of Projects, St Oberholz
5. Harry Harris, Managing Director, SUSD

What is a Community?

3. Marc Jongerius - Co-Founder, Zoku
6. Travis Todd, Co-Founder, Factory International S.à.r.l. & Co-Founder / CEO, Silicon Allee



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