# Programme of conferences

# Matching users expectations

**Powering the digital transformation of the real estate industry**

The new 2019 edition of MIPIM PropTech Europe – Europe's leading proptech event – is delivering a wider approach to the future of the built environment.

This year's event explores how the real estate ecosystem is leveraging technology to match the expectations of users – users as occupiers of buildings and of cities.

From city planners to developers, asset managers and leasing agents, the real estate industry is fostering technology to anticipate and meet the needs of these users.

Proptech has the power to help take the real estate industry to the next level, as well as to improve the quality of life of users, whether through creating a more sustainable environment and a more inclusive society, or in areas such as healthcare, accessibility, affordability and work-life balance.

**On Day 1 of MIPIM PropTech Europe, we welcome you to join us in addressing the role of proptech in the future of buildings, and then on Day 2 we consider the bigger picture – the future of the city.**

**Questions we are addressing include:**

- How can proptech help the public and private sectors have a better understanding of the needs and expectations of users?
- How do we align the short-term demands of users and the fast-changing nature of technology with the long-term strategies of the private and public sectors?
- How do we drive change within an organisation? What are the best practices for successful projects and partnerships in innovation?
- What are the key trends shaping the future of buildings, cities and communities?

# Day 1: The future of buildings

| Room 400 | Room 200 | Ecuries | Atelier 7 |
|---|---|---|---|
| 10.00 \| 10.30 - Foresight<br>**Human-centered real estate** | | | |
| 10.30 \| 11.00 - Innovations<br>**Europe and US key trends, searching for a bridge** | | | |
| 11.00 \| 11.15 - Innovations<br>**How to create value in space sizing for stakeholders leveraging on data?** | 11.00 \| 11,30 - Innovations<br>**A building that takes care of the people and the environment** | 11.00 \| 11.30 - Ignition<br>**Getting to know tokenization**<br>*Curated by: British Proptech Federation* | |
| 11.15 \| 11.45 - Innovations<br>**How to create value for users with technology** | | | **QA with key speakers** |
| | | 11.45 \| 12.30 - Innovations<br>**Leveraging blockchain in real estate - Insights from global report**<br>*Curated by: FIBREE* | |
| 12.00 \| 12.45 - Ignition<br>**How companies can master the challenges of the 21st century** | 12.00 \| 12.45 - Innovations<br>**Startup competition ½** | | |
| 14.00 \| 14.30 - Foresight<br>**How PropTech is building the future of cities and communities**<br>*Curated by: Workwell* | | | |
| 14.30 \| 14.50 - Foresight<br>**CEO perspectives**<br>*Curated by: Workwell* | 14.30 \| 15.15 - Innovations<br>**Startup competition 2/2** | 14.15 \| 15.00 - Ignition<br>**BIM masterclass**<br>*Curated by: IMPULSE* | |
| 14.50 \| 15.30 - Innovations<br>**Inconic buildings and experiences**<br>*Curated by: Workwell* | | | |
| 15.30 \| 15.50 - Innovations<br>**Digital to enhance experience and bring people together**<br>*Curated by: Workwell* | 15.30 \| 16.30 - Innovations<br>**How technology is revolutionising real estate financing** | 15.15 \| 16.15 - Ignition<br>**Unconference: coworking, technology-enabled and social-enabler**<br>*Curated by: Social Workplaces* | |
| 15.50 \| 16.10 - Innovations<br>**Reinventing the employee experience**<br>*Curated by: Workwell* | | | **QA with key speakers** |
| 16.10 \| 16.30 - Ignition<br>**Driving change and promoting initiatives**<br>*Curated by: Workwell* | | 16.15 \| 17.15 - Ignition<br>**Unconference: Coworking business case**<br>*Curated by: Social Workplaces* | |
| 16.30 \| 16.50 - Ignition<br>**Joining forces with startups to build the future**<br>*Curated by: Workwell* | 16.45 \| 17.30 - Innovations<br>**How to build smart building business case** | | |
| 16.50 \| 17.10 - Ignition<br>**Final interviews**<br>*Curated by: Workwell* | 17.30 \| 17.50 - Ignition<br>**What does it mean to be a landlord in the 21st Century?** | 17.30 \| 18.00 - Innovations<br>**Report on the future of buildings**<br>*Curated by: Real Estech* | |

# Day 2: The bigger picture of the city

| Room 400 | Room 200 | Ecuries | Atelier 7 |
|---|---|---|---|
| 10.00 \| 10.30 - Foresight<br>**The city of 2050** | | | |
| 10.45 \| 11.15 - Innovations<br>**Empowering final users** | 10.30 \| 11.15 - Innovations<br>**Can tech help reduce construction cost?**<br>*Curated by: Real Estech* | 10.15 \| 11.15 - Ignition<br>**Global PropTech power talks**<br>*Curated by: Global PropTech online* | **QA with key speakers** |
| | 11.15 \| 11.30 Innovations<br>**French housing Minister keynote**<br>*Curated by: Real Estech* | | |
| 11.30 \| 12.00 - Innovations<br>**How to create value for citizens with data** | 11.30 \| 12.15 - Innovations<br>**Increasing the purchasing power for real estate services through innovation**<br>*Curated by: **Real Estech*** | 11.30 \| 12.30 - Ignition<br>**Platform economy masterclass introduction**<br>*Curated by: Factor10* | |
| 12.00 \| 12.30 - Innovations<br>**How to organise the world's information using geography** | | | |
| 14.00 \| 14.15 - Ignition<br>**Building European champions** | | | |
| 14.15 \| 14.45 - Ignition<br>**Talent in PropTech, scaling from young to mature companies** | 14.30 \| 15.45 - Innovations<br>**Smart city masterclass**<br>*Curated by: Smart Cities Council* | 14.30 \| 15.45 - Innovations<br>**Getting to know co-living** | **QA with key speakers** |
| 15.00 \| 15.45 - Innovations<br>**Young leaders perspectives** | | | |
| 16.00 \| 16.45 - Innovations<br>**The city as a key lever in the ecological transition** | 16.00 \| 16.45 - Innovations<br>**Enhancing users experience with new mobility** | 16.00 \| 16.45 - Ignition<br>**Rules & regulation: why the legal environment matters** | |
| 17.00 \| 17.30 - Foresight<br>**Creating building & cities for 21st century productivity** | 17.00 \| 18.00 - Innovations<br>**PropTech house awards**<br>*Curated by: Europe PropTech House* | 17.30 \| 18.30<br>**Propmodo's subscriber soiree**<br>*Curated by: Propmodo* | |