

# CEO PERSPECTIVE: Dinosaurs to Diamonds | Evolving Workspaces for a Changing Workforce



We're facing unprecedented challenges with tenant attraction, occupancy, and retention. To reestablish value for physical office spaces, CRE owners and developers are searching for ways to align their building strategy with today's workforce. Office properties need to be in a location that offers real value to workers, which may mean converting buildings to new uses. Join us as our panel of experts discuss the future of office buildings, and address critical questions:

- What are the new value drivers of commercial real estate office space?
- How are companies handling changes affecting their office spaces? Amenitization, repurposing, knockdowns?
- What office amenities are no longer optional?
- What amenities contribute most to the employee experience?
- Why is it important to leverage your workplace amenities and work environment to stay competitive?



**MODERATOR**  
**KIMBERLY BOMBERY SMITH**  
Vice President Workplace Strategy,  
JLL



**DAN SPERO**  
Senior Managing Director,  
JLL



**SHEENA C. COLLUM**  
Village President,  
Mayor, Township of  
South Orange Village



**SHANE CONNELL**  
Executive Vice President,  
The Connell Company



**DOUG ADAMS**  
Senior Vice President,  
Streetworks Development

**NAIOP EDUCATOR**  
NJ REAL ESTATE BROKERS,  
ATTORNEYS, ARCHITECTS  
AND PLANNERS  
ARE ELIGIBLE FOR  
1 CEU CREDIT  
(PENDING APPROVAL)

## September 21, 2023

Location | Delta Hotel Woodbridge 515 US Highway 1 South, Iselin, NJ

Network and Reception | 5:00PM

Dinner and Program to follow.

**MASTER SPONSORS | 2023**

**PLATINUM**



**GOLD**



**SILVER**



**BRONZE**



Register using a credit card at [www.naiopnj.org](http://www.naiopnj.org) OR complete and attach this form with your check.

NAIOP Industry Insights: CEO Perspective: Dinosaurs to Diamonds | Evolving Workspaces for a Changing Workforce

September 21, 2023 | Delta Hotels Woodbridge, Iselin, NJ

\$150 NAIOP NJ Member / Corporate Member firm     \$160 Colleague employed by Member's firm     \$175 Non-member (must pay in advance)

Name: \_\_\_\_\_ Company: \_\_\_\_\_

Email: \_\_\_\_\_ Credit Card #: \_\_\_\_\_

Cardholder Name: \_\_\_\_\_ Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State: \_\_\_\_\_ Zip Code: \_\_\_\_\_ Exp Date: \_\_\_\_\_ / \_\_\_\_\_ CCV Code: \_\_\_\_\_

Amount to be charged \$ \_\_\_\_\_ Phone: \_\_\_\_\_

Mail form with payment to: NAIOP NJ, 317 George St., Suite 205, New Brunswick, NJ 08901 or Fax to 732-729-9901

**Cancellation policy:** By registering for this event, you agree to our payment and cancellation policy. Non-members must pay in advance. Refunds will not be given on registrations canceled within three business days of the event. To cancel, please submit your cancellation in writing to [giaquinto@naiopnj.org](mailto:giaquinto@naiopnj.org). Only cancellations submitted in this fashion and at least 3 business days prior to the event will be honored. NAIOP NJ is a not-for-profit trade association. Every dollar you spend with NAIOP NJ supports the promotion and protection of the commercial real estate industry in New Jersey.