ERES, in association with the ESSEC Business School, invites you to:

ERES Industry Seminar

How can Workplace Management add Value to Business?

Friday March 28th 2014, 2 pm – 5 pm, Paris, France
All informations and registration formular are on the website dedicated to the event:

www.sites.google.com/a/essec.edu/eres-industry-seminar-2014/

- **ERES INDUSTRY SEMINAR**
  
  *When*: Friday, March 28, from 2pm to 5 pm  
  *Where*: Bouygues SA, 32 avenue Hoche, 75007 Paris

- **BOARD DINNER**
  
  *When*: Friday, March 28, at 7.30 pm  
  *Where*: Restaurant “Chez Clément”, 123, avenue des Champs Elysées, 75008 Paris

- **BOARD MEETING**
  
  *When*: Saturday, March 29, from 9 am to 1 pm, including lunch  
  *Where*: ESSEC BUSINESS SCHOOL  
  CNIT Building, Room 333  
  92 053 - Paris La Défense  
  France

**For further information and help:**

Maïka SENG

ESSEC BUSINESS SCHOOL  
Avenue Bernard Hirsch  
95021 Cergy-Pontoise Cedex

**E-mail:** seng@essec.fr

**Telephone**: +33 (0)1 3443 2897
ERES INDUSTRY SEMINAR

Program

Friday, March 28:

1.45 pm Welcome

2 pm Opening

- Dr. Neil DUNSE, ERES President, United Kingdom
- Gilles BETTHAUSER, Chief Executive Officer, AOS Studley, France
- Christian CLÉRET, President of ADI (Association des Directeurs Immobiliers - French Association of CRE Directors), France
- Prof. Ingrid NAPPI-CHOULET, FRICS, Professor and Chairholder of the Real Estate and Sustainable Development Chair, ESSEC Business School, France

2.20 pm – 3.40 pm Round table 1

- Cécile DE GUILLAUBON, VP Real Estate & Facility Management, Renault, France
  «Home Working: How To Measure Value Creation For Corporates And Employees?»

- Rianne APPEL-MEULENBROECK, Assistant Professor Real Estate Management & Development Group, Eindhoven University of Technology, Netherlands
  «How Workplace Design Can Enhance Knowledge Sharing At The Office»

- Han PAEMEN, Senior Workplace Consultant, AOS Studley, France
  «From white collar worker factory to company social platform: what will be the next step for corporate office Real Estate? A European perspective»

3.40 pm – 5 pm Round table 2

- Ashley DABSON, Lecturer Real Estate & Planning, Henley Business School, University of Reading, United Kingdom
  «A Corporate Real Estate Portfolio Model - Can It Add Value To A Business By Improving Workplace Decisions?»

- Franck PRIVÉ, Director - Corporate Real Estate, L’Oréal, France
  «Project & Workplace Management: How To Add Value To Business - L’OREAL Headquarters Modernization/Clichy/France»

- Hilde REMOY, Assistant Professor, Department of Real Estate and Housing, Delft University of Technology, Netherlands
  «The New Way of Working - Adding Value to Office Organisations?»

5 pm – 6 pm Cocktail
ERS BOARD DINNER

**Friday, March 28 at 7:30 pm:**
Restaurant “Chez Clément”:
123, avenue des Champs Elysées
75008 Paris
[Map](#)

Hotels near the Restaurant « Chez Clément »:

- **Amarante Champs Elysées** 75 m
  19 Rue Vernet, 75008 Paris, France
  +33 1 47 20 41 73 · amarantechampselysees.com
  Standard room : 160€

- **Radisson Blu Hotel Champs Elysees** 66 m
  78 Avenue Marceau, 75008 Paris, France
  +33 1 53 23 43 43 · radissonblu.com
  Standard room from 300€

- **Hotel François 1er** 295 m
  7 Rue Magellan, 75008 Paris, France
  +33 1 47 23 44 04 · the-paris-hotel.com
  Standard room from 260€

- **Hôtel Chateaubriand** 372 m
  6 Rue Châteaubriand, 75008 Paris, France
  +33 1 40 76 00 50 · hotelchateaubriand.com
  Standard room from 260€

- **Atala Hotel** 363 m
  10 Rue Châteaubriand, 75008 Paris, France
  +33 1 45 62 01 62 · hotel-atala.com
  Standard room from 200€

- **Hotel Galileo** 98 m
  54 Rue Galilée, 75008 Paris, France
  +33 1 47 20 66 06 · galieo-paris-hotel.com
  Standard room : 160€

- **Hotel Chambellan Morgane** 272 m
  6 Rue Kepler, 75116 Paris, France
  +33 1 47 20 35 72 · hotelchambellanmorgane.fr
  Standard room from 145€
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<th>Hotel Residence Lord Byron</th>
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**GRES BOARD MEETING**

**Saturday, March 29**

- **9.00**  Board Meeting (CNIT Building, Room 333)
- **12.00**  Lunch

A meal tray will be served to each participant directly in the room 333, where the board meeting is held.

Further details on the venue and directions can be found here:

[Detailed location map CNIT](#)

### a/ by transport

- **METRO / RER**:  
  - Line 1, station La Défense Grande Arche
  - RER A, station La Défense

  [subway map](#)

- **TRAMWAY**:  
  - Line T2, station La Défense