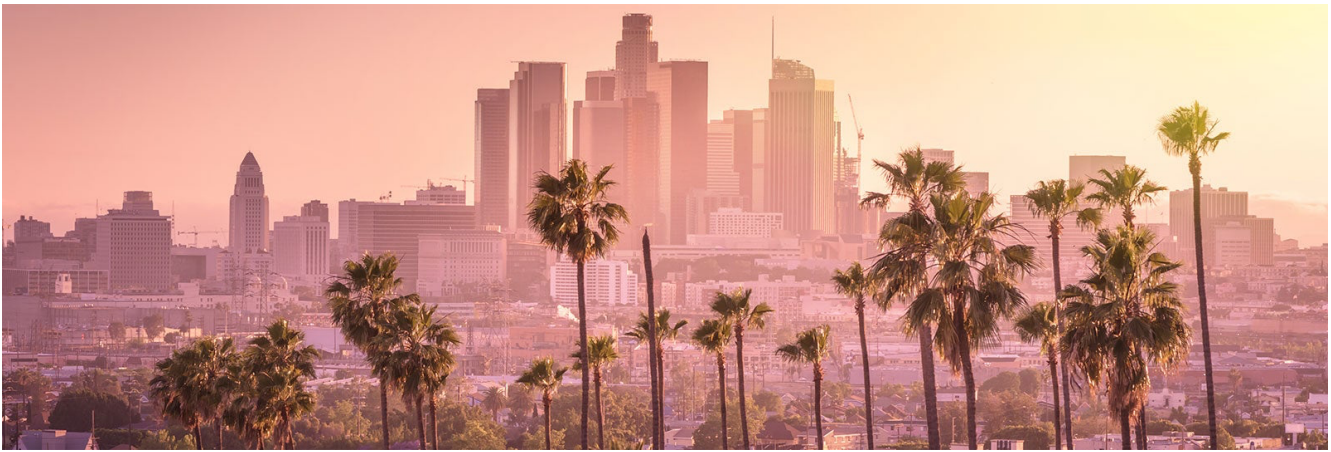




## END USER COUNCIL - 2023 Fall Meeting Agenda (Los Angeles, CA)

For ULI Fall Meeting registration and general information, please visit <https://fall.uli.org/>.

As a friendly reminder, council members are required to maintain Full Member status with ULI and register for the Fall Meeting. If you have any questions regarding registration, please contact Andrea Schell at [andrea.schell@uli.org](mailto:andrea.schell@uli.org). For a general overview of the council, please visit <https://americas.uli.org/end-user-council/>. If you have any questions about the agenda, feel free to contact Jason Romero. ([jason.romero@qtsdatacenters.com](mailto:jason.romero@qtsdatacenters.com) ; or text/call 913-242-0617)



[photo credit: introducinglosangeles.com]

### **End User Council Meeting Agenda & Reception Information:**

**Thursday, November 2, 2023 [hosted in person only]**

The meeting will be held at **Gensler**.

**Gensler** (<https://www.gensler.com/offices/los-angeles>)  
500 South Figueroa Street  
Los Angeles, CA 90071



[gensler.com]



**9:00 AM – 9:30 AM PST**

Coffee, breakfast, and seating

**9:30 AM – 10:00 AM PST**

Opening remarks by council leadership. Member and guest introductions; and general announcements.

- Council Chair - Mike Huaco, Synopsys

**10:00 AM – 10:45 AM PST**

**Los Angeles Market Overview** – A presentation by CBRE on macro trends in Los Angeles.

**10:45 AM – 12:00 PM PST**

**Infusing Hospitality into Workplace** – Flexibility has become a key component in attracting and retaining workers and overall employee productivity. In a post-COVID era, with hybrid work the norm, old spaces will not entice workers to come back. Workplaces need to feel like a destination and, more importantly, offer conveniences employees can't find at home. The hospitality sector has a lot to teach us about creating spaces where people want to spend time. Our expert panel will discuss how the post-pandemic office can find inspiration in hospitality design to become a destination with intention that not only draws workers back, but also encourages them to stay.

- Kathleen Selke, Porter (<https://porter.works/>); The Shop (<https://shop.porter.works/>)
- Whitney Burns, Hines

**12:00 PM - 1:30 PM PST**

**Lunch Break & Exploration**– Catered lunch and opportunity to explore Gensler's workplace. Gensler's LA office is the first vertical urban creative campus in the downtown area. With a street-level entry, the campus is comprised of a three-level atrium building connected via a custom-designed bridge to an adjacent tower. The LEED Platinum workplace serves as a creative lab for architects, designers, planners and the community. The campus features flexible workspaces, a model shop, wellness rooms, an outdoor meeting patio, a family room with a bar for coffee and snacks, and a special events space.

**1:30 PM – 2:30 PM PST**

**Gensler – Immersive Experiences in Next Generation Design** – the importance of creating the concept narrative that shapes the user experience and defines dynamic social spaces and meaningful brand engagements.

- Lauren Adams, Strategy Director, Principal, Gensler (<https://www.gensler.com/people/lauren-adams>)

**2:30 PM - 3:30 PM PST**

**"Open Mic" Discussion** – Engage in interactive 'open mic' discussion on any topics of interest, such as strategies for excess office space, hybrid work, inflation and interest rate impacts, supply chain, decarbonization, digital transformations, labor markets, and other challenges faced by corporate real estate leaders.

**3:30 PM – 3:45 PM PST**

**Walk to the Walt Disney Concert Hall**

Walt Disney Concert Hall  
111 S. Grand Ave.  
Los Angeles, CA 90012

4:00 PM - 5:15 PM PST

Tour the Walt Disney Concert Hall <https://www.laphil.com/>



[ArchDaily; KTLA]

5:30 PM PST

Cocktail Hour & Reception @ Redbird – A short walk or Uber ride from Walt Disney Concert Hall

**Redbird** ([redbird.la](http://redbird.la))  
114 E 2<sup>nd</sup> St.  
Los Angeles, CA 90012



[redbird.la]

**Council Members & Guests are invited to attend the Gensler Red Party, 5:00-8:00pm (at Gensler office)**



**SAVE THE DATES - Next Meetings:**

**2024 ULI SPRING MEETING – NEW YORK, NEW YORK April 9<sup>th</sup> – 11<sup>th</sup>**



[Nations Online]

**2024 ULI FALL MEETING – LAS VEGAS, NEVADA October 28<sup>th</sup> – 30<sup>th</sup>**



[Salon.com]