



## AOPLAN SPEAKS AT THE 25<sup>TH</sup> ANNUAL GLOBAL WORKSPACE CONVENTION IN LAS VEGAS

AoPlan's Norman Fox delivered a presentation on the topic of "Space Planning for the Next Generation" at the 25<sup>th</sup> annual Global Workspace convention in Las Vegas, Nevada on September 16, 2011.

Fox's presentation revolved around the emergence of popular co-work centers throughout the USA and internationally. This less formal, interactive workplace concept is different in both space plan and economic structure from the conventional office based environment commonly found in business centers. The primary question posed by current conventional business center operators is how or if this market can be captured and joined with current operational structures.

The presentation provided a method of integrating a co-work element into a new or existing office business center. Fox provided a step by step series of illustrations beginning with a conventional business center plan and ending with the inclusion of a well-integrated co-work hub. The presentation also demonstrated the thought processes and procedures that need to be included in the planning process.

Following the space planning element, Fox went on to present the economics behind the plan and proved that a co-work center could be integrated within a conventional center and produce equal or greater revenue within the guidelines of the demonstration.