



## Case Study - Arup Global Buildings Forum

### Building for the future

Arup is a global firm of designers, engineers, planners and business consultants providing a diverse range of professional services to clients around the world. With over 10 000 staff working in more than 90 offices in 37 countries, Arup exerts a significant influence on the built environment and are the creative force behind many of the world's most innovative and sustainable designs.

Having worked previously together on the annual Europe Buildings Conference, HarknessKennett were approached by David Glover as the Deputy Chair of Europe Buildings to support them in developing a Global Buildings Forum – the first in five years. With 120 delegates from around the world, including all members of the Group-level Board, HarknessKennett helped to develop the structure and content for a Forum that would engage the senior team in their role in developing and delivering the strategy.

Working with the Arup team, HarknessKennett supported speakers in establishing their key messages and desired outcomes for each session and encouraging maximum interactivity. A highly engaging Forum included an 'open space workshop', a 'world café workshop', videos, panel discussions, live scribing as well as table discussions and group work. Through discussion groups and debate the leadership team was able to raise and tackle key issues. The Forum focused them on the challenges and opportunities facing their business, and engaged them in putting strategies in place to deliver maximum benefit.

Key to the success of the event was the pre-event research and homework, which established the needs of the audience and ensured that delegates were well prepared in advance. Most importantly, initial delegate feedback has been very positive and certainly indicates that the Forum delivered on its key objectives.

*"My brief was that the event needed to focus on the future and the role our directors have to play. HarknessKennett were key to delivering on our objectives and ensured we met our desired outcomes. They worked closely with the team, kept us on track to deliver, and feedback to the event has been very positive."*

David Glover  
Deputy Chair Buildings  
Arup Europe