

Romanian Workplace Management Forum

May 23rd – 24th 2024, 5th edition

Courtyard By Marriott Cluj-Napoca Downtown



Organizer



ROFMA – Romanian Workplace and Facility Management Association is a non-profit entity established in 2009. Constituted as the sole representative of the facility management, workplace management and property management community in Romania, **ROFMA** aims to represent, support and promote these fields by developing the educational, informational and legislative framework.

www.rofma.ro

Location



COURTYARD[®]
BY MARRIOTT

Cluj-Napoca
Downtown

For the first time since its creation, **ROFMA** organizes one of its largest events in **Cluj-Napoca**, in a new location inaugurated this year, the ideal place for a leading event in workplace and facility management.

Courtyard by Marriott Downtown
23-25 Avram Iancu Street, Cluj-Napoca



Context

HARNESSING THE TRANSFORMATIVE POWER OF WORKPLACE MANAGEMENT

The future of the working environment is smart! You've heard of smart buildings and digital workplaces, but what exactly does this mean? What are the technologies that are creating added value in the workplace with the exponential expansion of digitization in workplace management? What solutions will help create an attractive environment for people to return to work? How can a balance be found between workplace management and facility management, going through energy and space management?

As companies have made the transition to hybrid work, issues of productivity, location preference, culture, cost and safety have taken on entirely new dimensions. The shift not only offers opportunities, but also requires a different approach to performance and impact, especially for workplace and facility management professionals.



Objectives

KNOW-HOW, NETWORKING OPPORTUNITIES AND HANDS-ON EXPERIENCE

ROWMF 2024 aims to provide important insights into how organizations are experimenting with new ways of working that are necessary in creating a work environment focused on increasing not only productivity but also creativity, direct communication, continuous learning and well-being.

We will openly address some of the most pressing issues on the developments that will influence the areas of work environment, human resources and facility management.

ROWMF 2024 includes both a conference and study tours to representative buildings and workspaces in and around Cluj-Napoca, an event format designed to offer a balanced mix of know-how, networking opportunities and hands-on experience.



Topics



MAIN THEMES DEBATED AT ROWMF 2024:

- Workspace design and employee productivity. Identifying new challenges in workplace design and management, from hybrid work management to ESG and AI
- Managing a work environment that encourages collaboration, learning, creativity and well-being
- Emerging digital technologies in optimizing workspace use and building management
- Flexibility in workspaces: approaches and benefits
- Promoting employee wellbeing through work environment management
- Developing skills for workplace management and facility management. The role of continuing education
- Optimizing learning spaces: How workplace management can contribute to increased efficiency in education
- Employee wellbeing and productivity in industrial environments: The role of workplace management and facility management for industrial and logistics buildings.

Agenda

A SUCCESSFUL MIX OF KNOW-HOW, NETWORKING AND HANDS-ON EXPERIENCE



May 23rd 2024

- 09:30 – 17:30 Forum activities
- 17:30 – 21:00 ROFMA Drinks & Talks

May 24th 2024

- 10:00 – 14:00 Study tours to representative buildings and workplaces (office, industrial etc.)



Participants

AN EVENT DESIGNED FOR PROFESSIONALS

- C-level management
- Entrepreneurs in Real Estate, Facility & Property Management
- Building owners and developers
- Property managers, facility managers and corporate real estate managers
- Flexible workspace providers
- HR managers and HR Business Partners
- Architects and interior designers
- Suppliers of furniture and fittings for the working environment
- IT suppliers for workplace management
- Workplace consultants

Participation fees



General fees:

- 700 RON/pers plus VAT
- 500 RON/pers plus VAT for 3 or more persons

For ROFMA members:

- 350 RON/pers plus VAT
- 200 lei/pers plus VAT for 3 or more persons

Fees include participation in: forum, ROFMA Drinks & Talks cocktail and study visits.

Partnership & sponsorship packages



PLATINUM PARTNER: 3.000€ (25% DISCOUNT FOR ROFMA MEMBERS)

- A presentation of maximum 15 minutes at ROWMF 2024;
- Distribution of own promotional material and placement of promotional items on the venue premises;
- Mention of the partner's name and logo in all pre and post event promotional materials;
- Presence on the ROFMA's homepage website for a period of 6 months;
- Publication of an article (written by the partner) in a future issue of the ROFMA newsletter (1,788 verified subscribers);
- A 10 minutes ROFMA podcast produced with the partner;
- 5 free invitations to the event including ROFMA Drink & Talks

GOLD PARTNER: 2.000 € (25% DISCOUNT FOR ROFMA MEMBERS)

- Participation as a speaker in a panel, without presentation;
- Distribution of own promotional material and placement of promotional items on the venue premises;
- Mention of the partner's name and logo in all pre and post event promotional materials;
- Presence on the ROFMA's homepage website for a period of 6 months;
- Publication of an article (written by the partner) in a future issue of the ROFMA newsletter (1,788 verified subscribers);
- 5 free invitations to the event including ROFMA Drink & Talks

Partnership & sponsorship packages

SILVER PARTNER: 1.000€ (25% DISCOUNT FOR ROFMA MEMBERS)

- Distribution of own promotional material and placement of promotional items on the venue premises;
- Mention of the partner's name and logo in all pre and post event promotional materials;
- Presence on the ROFMA's homepage website for a period of 6 months;
- Publication of an article (written by the partner) in a future issue of the ROFMA newsletter (1,788 verified subscribers);
- 3 free invitations to the event including ROFMA Drink & Talks

SPONSOR: 700 € (25% DISCOUNT FOR ROFMA MEMBERS)

- Distribution of own promotional material and placement of promotional items on the venue premises;
- Mention of the partner's name and logo in all pre and post event promotional materials;
- 2 free invitations to the event including ROFMA Drink & Talks



15 years of ROFMA



In 2024, ROFMA celebrates its 15th anniversary as the only national professional association representing the fields of facility management, property management and workplace management in Romania.

With over 70 members, nearly 1,000 professionals trained in our educational programmes and over 12,000 attendees at ROFMA events, we continue our projects in education, know-how, networking and promotion of best practices, bringing together all those energies and resources that make it easier to better understand the challenges and anticipate trends and developments together.

15 years of experience in organizing professional events



Romanian Facility Management Experience Days

Expoziție de echipamente, produse, tehnologii și soluții pentru facility management și servicii suport.

Conferință internațională, cursuri și Experience Area

8-10 noiembrie 2018 | București

Smart Digitizing Places!

Ediția 2018

ROFMEX
Romanian Facility Management Experience Days

16-17 noiembrie 2017
ROFMEX 2017, București

Conferința internațională de workplace, property și facility management
ROFMEX 2019
19 noiembrie • București

ROFMEX
Romanian Facility Management Experience Days

Smart Digitizing Places

Conferința internațională workplace, property și facility management
8 noiembrie 2018 - Complexul Expozițional ROMEXPO, Pavilion C6

ROFMA
Romanian Workplace Management Forum
16 April 2019 - Novotel Hotel Bucharest

ROFMA
Romanian Workplace Management Forum
What's Next
16-17 June 2020

ROFMA
Romanian Workplace Management Forum
20-21 November 2022
Next Events Center by Galaxias Bucharest

ROFMA
Romanian Workplace Management Forum
29 aprilie, ora 10:00 - 17:30
Webinar cu sprijin

ROFMA
EFICIENȚA ENERGETICĂ A CLĂDIRILOR
Soluții practice pentru proiecțari și facility manageri

ROFMA
OPTIMIZAREA INTELIGENTĂ A COSTURILOR
ÎN FACILITY MANAGEMENT
6 octombrie 2022

ROFMA
Where is Everyone?
Hybrid Work
Marea Provocare a Workplace Management-ului
Martedì, 26 Aprilie 19:00

ROFMA
ROFMEX

ROFMA
Premiile ROFMA
pentru transformare digitală
în workplace, property și
facility management

Gală de decernare a premiilor
cu ocazia ROFMEX: 14 noiembrie 2023

Contact:



CRISTIAN VASILIU

Managing Director ROFMA

cristian.vasiliu@rofma.ro

+40 733 732 358

