

ACHIEVING THE BUSINESS BENEFITS OF FLEXIBLE WORKING

Work Wise East / Flexibility.co.uk Seminar

An event for all employers in the Eastern region

Flexible working is about working smarter – working wherever and whenever it is most effective to get the work done.

Working smarter offers the potential to use space more efficiently, reduce costs, boost productivity, improve business continuity and enable organisations to get closer to their customers.

It can also help employees achieve a better work-life balance, and reduce environmental impacts by cutting travel and resource use.

Getting the most from smarter ways of working, however, depends on how well it is implemented and how well it is managed. Too often companies take a reactive approach to requests for flexible working, and struggle to achieve the benefits.

This seminar focuses on how to take a strategic and business-focused approach to flexible working.

Changing the way we work always brings challenges, and managers can learn from seeing examples of good practice and how other companies handle problems.

A practical focus

This seminar will have a highly practical focus, including presentations, panel sessions and a workshop. Topics covered include:

- Increasing efficiency through smarter working
- Reducing overhead costs
- Flexible working and older workers
- Reducing the carbon impacts of working practices
- Technologies for smart working
- Setting objectives and measuring the benefits.

There will be case studies from businesses large and small, and from the private and public sectors. Case studies include:

- Addleshaw Goddard – one of the largest UK law firms, which has been pioneering flexible work in this sector
- East of England Development Agency – government sector organisation that has achieved the Work Wise mark of excellence for its flexible working practices
- Britvic – the leading soft drinks business, which has developed an extensive flexible working programme
- Obsidian Consulting – the winner of the Business in the Community award for ‘Positive Work-Life’ practices.



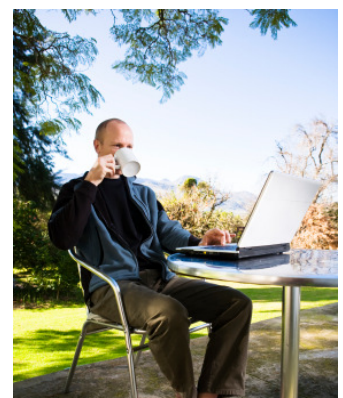
20 October 2009

10.00 – 3.30

The Forum, Norwich



flexibility.co.uk
RESOURCES FOR NEW WAYS OF WORKING



This seminar is being run by *Flexibility.co.uk*, the online journal for flexible work, in cooperation with the partners of Work Wise East.

Work Wise East, which is supported by a range of partners including EEDA and Business Link, is the regional campaign to promote smarter working. This seminar, which is free to organisations in the region, aims to share best practice in new ways of working, showing how the leading organisations in the region and national agencies have been changing the ways they work and achieving the business benefits.



Partners of Work Wise East supporting this event include:



Who should attend:

Senior decision makers in the private, public and not-for-profit sectors, especially from Strategy, Property, Finance, HR, Facilities, IT functions and managers charged with developing change management and flexible working projects in their companies.

How to Register

Further details and an online registration form can be found at www.flexibility.co.uk/events, or you can call Andy Lake on 01223 304792, email andy.lake@flexibility.co.uk
Or you can fill in the form below and post it to us.

Please register me for the Eastern Region event ***The Business Benefits of Smarter Working*** on 20 October 2009 at The Forum, Norwich:

Name..... Position.....

Company/Organisation.....

Address.....

..... Postcode.....

Telephone.....

Email.....

Send to: Flexibility, 15 Geldart Street, Cambridge, CB1 2LX

This event is being run on behalf of Work Wise East by

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