



# **NEXTGEN IDEAS COMPETITION 2024**

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Sponsorship Opportunities

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January 2024

BCO NextGen London Committee

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# ABOUT US

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In 2009 the BCO launched the NextGen initiative aiming to connect with the vibrant minds of professionals aged 35 and under in the commercial property sector. Fast forward to today, and the NextGen community has surged by over a quarter, boasting a robust membership exceeding 1,200 – now proudly constituting a third of the entire BCO family.

BCO NextGen isn't just about numbers; it's a movement designed to foster mentorship, inspire the next generation of leaders in the sector, and serve as a platform for fresh perspectives to challenge norms. As a NextGen member, young professionals unlock a world of opportunities, from exclusive building tours and panel sessions to thought-provoking seminars that stimulate innovation and encourage networking across the office sector.

The BCO's events are the heartbeat of this thrilling journey, ranging from intimate seminars and technical tours to the grand Annual Conference and Awards Dinner. With over 6,000 attendees annually at 60+ events, BCO members revel in generous discounts, priority booking privileges, and exclusive invitations to members-only gatherings.

Join the NextGen movement, where the future unfolds, perspectives are reshaped, and connections transcend the ordinary!



# NEXTGEN IDEAS COMPETITION 2024

The BCO NextGen Ideas Project was redeveloped in 2022 into a completely reimagined iteration of our previous ‘Design Competition’. At its core, this is an ideas generation competition - where we challenged BCO NextGen members to present their boldest, most innovative and creative ideas for the future workspace around the annual topics of focus for the BCO NextGen London committee.

This initiative offers an incredible opportunity to showcase ideas to not only the BCO but also the wider workplace industry. All finalists will receive public speaking training, and mentorship from both established industry professionals and last year's finalists.

The finalists will have the opportunity to develop and present their ideas and flex your newfound skills at a TedTalk-style event later in the year, attended by both BCO Members and wider industry professionals. This is a truly unmissable opportunity to nurture confidence, develop ideas, expand network and in turn advance your career and to build their communication confidence and find their own voice.



# SUBMISSIONS



The submissions for the project have surpassed expectations in quality, underscoring the immense effort and significance attached to this pivotal event.

## THE 600 YEAR OFFICE

BCO IDEAS COMPETITION  
AUTHOR: LUKE ASKWITH  
CATEGORY: CIRCULAR ECONOMY

**FRAMEWORK**  
A circular economy framework for the building, where resources are used efficiently and waste is minimized.

**OFFICE**  
A central office space designed for flexibility and productivity, with a focus on natural light and ventilation.

**RESIDENTIAL**  
Residential units integrated into the building structure, providing a mix of uses.

**OTHER USES**  
Additional spaces for community, retail, and other services to enhance the building's vitality.

**2030**   **2060**   **2100**

## PRODUCTIVE GROWTH

By Thomas Chen

- 1 Activated Terraces
- 2 Productive Facades
- 3 Roof Top Growing
- 4 Utilising Floorplates
- 5 Connections to other uses

**EMOTIONAL INTELLIGENCE**

- RECOGNISING THE IMPORTANCE OF EXISTING STRUCTURES
- CELEBRATING OUR EXISTING BUILDINGS
- IMPLEMENTING LOW CARBON DESIGN THROUGH CIRCULAR ECONOMY
- APPRECIATION OF THE IMPORTANCE OF PLACE MAKING
- EXPECTING IN LOW CARBON DESIGN THROUGH GREEN URBAN INFRASTRUCTURE
- ACHIEVING SUSTAINABLE HIGH QUALITY WORK-PLACE
- CONTRIBUTING TO CLIMATE CHANGE
- CREATION OF CLIMATE RESILIENT STREETS

HARLETT BROWNING   Civic Engineers

## HOLISTIC RETROFIT: BUILDINGS & PLACE

OUR URBAN CREATION...

... A RETROFIT FUTURE!

DESIGNING WITH EMOTIONAL INTELLIGENCE

ACHIEVING SUSTAINABLE HIGH QUALITY WORK-PLACE

CONTRIBUTING TO CLIMATE CHANGE

CREATION OF CLIMATE RESILIENT STREETS

## Immersive Digital Dens

Workspaces designed by the end user for the end user

- Flexible furniture
- Tools to customise workspace
- Projectors
- LEDs
- Soundscapes
- Sound diffusers
- Content Management System
- Data collection

## THE 'DIGITAL DETOX'

A Digital Detox Zone is a designated area within the greater workplace which is technology free - all phones, tablets, computers, and other devices are left outside in the lockers provided.

Figures 01 Zoning   02 Internal View - Group and Individual Pods   03 Internal View - Pods, Controlled Environment and Group Seating

# EVENT SCHEDULE

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**30 APRIL '24**

**ENTRIES OPEN**

**31 MAY '24**

**ENTRIES CLOSE**

**1 JULY '24**

**FINALISTS ANNOUNCED**

**JULY '24**

**PUBLIC SPEAKING TRAINING**

**3 OCT '24**

**FINALIST SHOWCASE**

## **Before the event:**

PR, Marketing, and Brand Profile - The benefits of sponsorship start as soon as you sign up...

- Logo and hyperlink to your website on the BCO NextGen Ideas Project: Finalist Showcase 2024 webpage.
- Your logo on all pre-event marketing.
- Your logo on all video marketing material, including the competition promotional video.
- 15 social media posts issued as appropriate before, during, and after the event.

## **During the event:**

Brand Profile

- 10 tickets for company representatives to attend the evening.
- Display space for 2 pull-up banners at the event.
- Your logo on all video marketing displayed throughout the event
- Brand profile, your logo:
  - Included on-screen during the event.
  - Included in the digital event programme.
- Acknowledgement of your support on the evening via social media.
- Acknowledgement of your sponsorship announced by the host at an appropriate juncture.

## **After the event:**

PR & Brand Profile

- Acknowledgement of your support in social media posts issued by the BCO after the event.

## **Before the event:**

**PR, Marketing, and Brand Profile** - The benefits of sponsorship start as soon as you sign up...

- Logo and hyperlink to your website on the BCO NextGen Ideas Project: Finalist Showcase 2024 webpage.
- Your logo on pre-event marketing.
- 10 social media posts issued as appropriate before, during, and after the event.

## **During the event:**

### **Brand Profile**

- 5 tickets for company representatives to attend the evening.
- Display space for 2 pull-up banners at the event.
- Brand profile, your logo:
  - Included on-screen during the event.
  - Included in digital event programme.
- Acknowledgement of your support on the evening via social media.
- Acknowledgement of your sponsorship announced by the host at an appropriate juncture.

## **After the event:**

### **PR & Brand Profile**

- Acknowledgement of your support in social media posts issued by the BCO after the event.



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PR, Marketing, and Brand Profile - The benefits of sponsorship start as soon as you sign up...

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# NEXTGEN IDEAS COMPETITION 2024

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Thank you!

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January 2024  
BCO NextGen London Committee

## Contact

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