

CLEANING INTERACTIVE™

6-7 OCTOBER 2020 / ONLINE

FREE
TO ATTEND
REGISTER TODAY!

The virtual showcase for the cleaning & hygiene industry

PROGRAMME HIGHLIGHTS

- COVID-19 – what are the opportunities and pitfalls and how can we apply the lessons learned
- Discover new ways of 'Smarter cleaning for better infection control'
- Understand how to promote the value of investing in well equipped, well-trained and well managed cleaning services during the pandemic
- What is your role in creating the new era of cleaning and hygiene post Covid
- Plus, don't miss award-winning speaker Marcus Child as he discusses resetting your mindset today to maximise business resilience.

SPEAKERS FROM



HEADLINE SPONSOR

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HEADLINE MEDIA PARTNER

Tomorrow's
Cleaning

GOLD MEDIA PARTNER

EUROPEAN
Cleaning ECJ
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Join in

You are invited to join a **world-class line-up of speakers** at **Cleaning Interactive 2020**, with a programme designed to inform, motivate and problem solve as we face a rapidly changing business landscape arising from COVID-19.

Complementing the speaker programme, innovative exhibitors will be showcasing a range of products and services that are transforming the sector. **The final of the exclusive 'Meet the Buyer' competition** will also take place to celebrate industry trailblazers.



**Dietmar
Bernstein**



**Chris
Ryan**



**John
Dony**



**Dianna
Steinbach**



**Marcus
Child**



**Syed
Ahmed**



**Rob
James**



**Lisa
Brian**



**Mike
Boxall**



**Steve
Courtney**



**James
White**



**Werner
du Plessis**



**Nils van
der Zijl**



**Jason
Tallamy**



**Carwyn
Humphreys**



**Reinhard
Knittler**

AGENDA

**CLEANING
INTERACTIVE™**

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DAY ONE - TUESDAY 6 OCTOBER

09:30 **Welcome to the event**

Overview of what's in store over the next two days.

Ceris Burns, Founder, CBI VR Experiences Limited

10:00 **Welcome from our Headline Sponsor, Kärcher UK**

Marcus Heap, Sales Director - Professional at Kärcher UK

10:15 **REFRESHMENT BREAK**

10:45 **Your Role in Creating the New Era of Cleaning & Hygiene Post-Covid**

Dianna Steinbach will share global insights to help you apply lessons learned for local impact. Steinbach will discuss the opportunities that have arisen as well as the pitfalls that still need to be addressed as the cleaning and hygiene profession continues to help economies around the world enter the recovery phase.

Dianna Steinbach, Vice President of International Services, ISSA

INNOVATION ZONE: the most innovative companies around showcase their new and innovative products that will re-invent the industry

11:30 **Remove, improve, protect**

In this post COVID era the importance of cleaning has never been higher. We will show how a simple three step process can keep all surfaces, from floors to tables, clinically clean in a way that is fast, repeatable and science based.

James White, Managing Director, and Werner du Plessis, Sales Manager, Denis Rawlins

12:15 **Smarter cleaning for better infection control**

Dietmar Bernstein, Head of Marketing & Product Management, Unger Europe

13:00 **LUNCH BREAK**

13:45 **How clean is your 'clean'?**

Learn about the importance of cleaning as a two-stage process, and how to guarantee a safe working environment.

Jason Tallamy, Global CEO, Carwyn Humphreys, Regional Principle, Purex

14:30 **Benchmarking during a pandemic.**

The world of cleaning and hygiene has changed. Now is our opportunity to put ourselves forward as the short, medium and long term solution to workplace confidence and productivity. In this session Mike Boxall, Managing Director of Sitemark Limited, will share his recent experience of service provider best practice so that delegates can identify the areas that need to be addressed, and learn how others are adapting to a focus on hygiene cleaning standards and not just visual ones. Now is the time to move away from dated productivity calculations and finally to a position where we can demonstrate the value of investing in well equipped, well-trained and well managed cleaning service so that we can reduce our overall cost of cleaning.

Mike Boxall, Managing Director, Sitemark

15:15 **An introduction to Knittler Medien**

Founded in 2001 Knittler Medien is now located in Egenhausen in the Northern Black Forest (Germany). The media house publishes the cleaning industry trade magazine Reinigungs Markt, international edition Cleaning World, contract cleaner magazine Gebäudereiniger and the ergonomics industry magazine Ergonomie Markt.

Reinhard Knittler, Publisher and Chief Editor, Knittler Medien GmbH.

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DAY ONE – TUESDAY 6 OCTOBER

15:30 **The importance of industry training - lessons of a global pandemic**

As we look to manage the virus in respect of mitigating associated risk, cleaning has an imperative role to play in implementing and delivering one of the key control measures. Industry training is essential and adopting the right process and methodology will support the challenge in keeping buildings open, safe and fully operational through the provision of a creditable service delivery.

Chris Ryan, Head of International Business, BICSc

16:00 **A SAFER Tomorrow: Navigating the Changed World of Work**

An already rapidly-changing world of work has been drastically accelerated by the COVID-19 pandemic. This session offers a look at pre-COVID workplace environmental, health, and safety (EHS) trends, then overlays new findings from an employer survey and future of work research effort (Safe Actions for Employee Returns) initiative. Topics covered will include safety technology, demographics, health & wellbeing, COVID-19 response successes and challenges, and the emerging "new normal."

John Dony, Director at Campbell Institute

16:45 **The Latest Innovations from Kärcher UK - Kärcher Product Range**

Daniel Took, Head of Product Marketing - Professional at Kärcher UK

CLOSE OF DAY ONE PROCEEDINGS

DAY TWO – WEDNESDAY 7 OCTOBER

09:30 **Welcome and opening address**

A short recap of Day One and welcome to Day Two.

Ceris Burns, Founder, CBI VR Experiences Limited

09:45 **Welcome from our Headline Sponsor, Kärcher UK**

A warm welcome to Day 2 from Kärcher.

Marcus Heap, Sales Director - Professional at Kärcher UK

INNOVATION ZONE: the most innovative companies around showcase their new and innovative products that will re-invent the industry

10:00 **Safest & Smartest Workplaces in Fighting Covid-19, Getting Britain Back to Work**

With 1 in 5 people not washing or sanitising hands and considering that 80 percent of all infections are transmitted by hands, it's costing employers \$225.8 billion annually, and leading to a loss of user confidence and productivity. Do we really care about providing safer working environments?

Syed Ahmed, Founder, Savortex

10:45 **Targeted hygiene – cleaning for the future**

Cleaning is a fundamental requirement for all companies. With time and cost pressures versus customer and third party audit requirements, there remains a need for all companies to be up-to-date with the latest technologies, science and methods to ensure their cleaning is effective, efficient and evolving. Hillbrush discuss the difference between clean surfaces and hygienic surfaces and how new innovative technology can help both the food industry and the general public.

Rob James, Head of Sales, Hillbrush

Lisa Brian, Client Marketing, Strategy and Communications, Addmaster (UK)

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DAY TWO – WEDNESDAY 7 OCTOBER

11:30 **REFRESHMENT BREAK**

11:45 **Revolutionising the way we clean and disinfect with hypochlorous acid**

Steve Courtney will demo Toucan Eco, explain the technology behind it, and share examples of where it's being used here in the UK, as well as in developing countries to turn polluted water into safe drinking water.

Steve Courtney, Product Specialist, Toucan Eco

12:30 **Meeting the challenge of COVID-19 with cobotics**

The shift to cobotics (the collaboration of humans and robots) within FM and cleaning is gathering pace as businesses look for innovative solutions to meet heightened demand for cleaning services in the face of COVID-19. In this session, we will introduce the concept of cobotics and explore the benefits that cobots can deliver, driving cleaning performance and consistency, increasing productivity and freeing up time for frontline staff to focus on the deep sanitisation of hard surfaces. We'll also show how Whiz, our cobotic vacuum sweeper, is helping cleaning contractors to drive innovation, improve staff engagement and transform their operating models in a cost-effective and highly measurable way.

Nils van der Zijl, VP Sales and Marketing, SoftBank Robotics EMEA

13:15 **Reset your mindset today to maximise business resilience**

Award-winning inspirational speaker, Marcus Child, Founder of Positive Reframe will speak about resetting your mindset, leading for resilience, resourcefulness and getting positive business results post COVID-19. Marcus has won 32 awards, worked in 36 countries and enjoyed 24 years of speaking to business leaders. He inspires confidence, wholeheartedness and courage, and is known for helping thousands of people in hundreds of big brands and SMEs embrace daily life and times of change, positively and successfully. In stirring conversations with his audiences, he kindles resourcefulness and self-belief in individuals, positivity between colleagues and trust between organisations and their customers

Marcus Child, Founder, Positive Reframe

14:00 **Meet the Buyer competition finals**

(Invitation only event)

17:00 **OFFICIAL CLOSE OF DAY 2 PROCEEDINGS**



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WHO IS ATTENDING?

CLEANING INTERACTIVE™

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Join leading names and key decision makers from the cleaning industry representing the UK, Europe and rest of the world including :

REGISTERED ATTENDEES INCLUDE REPRESENTATIVES FROM:

- 3M
- Aadvika Engineers
- Abco Products
- Addmaster (UK) Ltd
- Adept Corporate Services
- Adtrak
- Alessandro Sacino
- Alfred Kärcher SE & Co. KG
- AoGrand Group Inc.
- Apex Gulf Dubai
- Aquila Triventek A/S
- Arrow
- BASF Italia S.p.A.
- Beretta Palvelut Oy
- BODE Chemie GmbH
- Bootham School
- Castle Cleaning
- CBRE
- Chesterfield Borough Council
- City West Support Services
- Clean OÜ
- Cleanology
- Compass Group
- Crystal Chemicals
- DayaAwana Industri Sdn Bhd
- De Witte

CONTINUED >>>



Why attend?

- Cleaning Interactive offers you a free to attend and safe environment to do business.
- Expand your network – and meet valuable new suppliers, customers, influencers and VIP's
- Gain access to over 15 key industry speakers and update your knowledge by joining the seminar sessions online or on-demand!
- A world first – conveniently visit 50+ cleaning and hygiene industry companies from around the world all in one online space without leaving the office!
- Check out innovations, get industry updates, see demos, have 1-1 face to face video, audio and chat meetings.
- Fill your swag bag with on-demand content – video, PDF brochures, try your luck at the scavenger hunt to win prizes and get social in the networking lounge.

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REGISTERED ATTENDEES INCLUDE REPRESENTATIVES FROM:

- Del Valle
- Diversey Europe B.V.
- Doha Festival City
- Doha Oasis Quest
- East Lancashire NHS Trust
- Ecolab
- Enviriq Facility Services
- Essity
- Facilicom
- FFH Services Sweden
- Flavity Germany
- G. Kursiefen GmbH
- G4S
- Glocecol Janitorial
- Grand Hyatt Dubai
- Hako Machines
- Hangzhou Rainbow Daily Chemical Co., Ltd.
- Hectas Facilities
- Imperial Soap and Supplies Ltd
- Initial Saudi Group
- Inviriq Cleaning
- ISS Facility Services Sweden
- ISS UK
- Kaufland
- King Saud Medical City Hospital
- Klenco (Singapore) Pte Ltd
- LA PULISAN SRL
- Legend Brands
- LOS SOLES INTERNACIONAL S.A.
- M. P. Agricultural Corporation
- Mackenzie Stuart
- MAK Group Ltd.
- Marriott Hotels
- Maxiskill corp
- Metsä Tissue
- Milan University
- National Safety Council
- National Trust
- Nigeria Cleaning Service Limited
- Ningbo Changqi Bathroom Hardware Industry Co., Ltd
- Np acrobatique Monté Carlo
- OCS Group
- Optiqo Sweden AB
- OZS - sekcija čistilcev objektov
- Pacem
- PDI (EMEA) LTD
- Precise N Systematic Palvelut Oy
- Procter&Gamble
- Procurator AB
- RDB Star Rating
- Region Västmanland
- Regionservice
- Reutlingen University
- Royal College of Psychiatrists
- Royal Mail
- Sapphire Cleaning
- Segura and Associates
- Shanghai Gaussian Automation Technology Development Co.,Ltd
- Sodexo Services GmbH
- SoftBank Robotics
- Stådhuset
- The College of West Anglia
- The Professional Property Alliance
- The Swedish Social Insurance Agency
- Tower Enterprises
- Tudor Group Ltd
- Turner & Townsend PLC
- University of Leicester
- University of London
- Viidase OÜ
- Wilton Technology
- Wyzzz Chemistries, SRL
- YPO Public Sector Purchasing
- ZHAW Institute of Facility Management