

Anticipate London 2024: Bringing Together Global Leaders in People & Property for a Safer, Smarter Future

2 – 4 December 2024, London – Facilities Show, FIREX, IFSEC and Safety & Health Expo becomes part of newly launched Anticipate London.

Informa PLC, the world's largest exhibition organiser, have announced that the co-located exhibitions; Facilities Show, FIREX, IFSEC and Safety & Health Expo will now become part of newly launched Anticipate London, taking place from the 2nd to the 4th December 2024 at ExCeL London.

Anticipate London emerged as a result of insightful conversations with members of a future-focused advisory board which includes leaders in security, safety, FM and property from both FTSE 250 organisations and the wider public sector.

These professionals find themselves navigating a common landscape of challenges and opportunities such as tech innovation and digitalisation, emerging societal and global risks, climate change and government legislation.

Through these discussions, it became evident that to better address these macro-level issues, a new forum was needed to bring leaders of property & people together and showcase solutions that create a safer, smarter future for all.

Chris Edwards, Group Director of Anticipate London commented, "Anticipate will become the full stop to everyone's year, looking back at 12 months of changes in safety, security and property and discussing what that means for the coming year.

Our new exhibition for 2024 embraces a fundamental shift in the markets we serve, where many historically defined job roles and responsibilities have become blurred. Global events such as COVID-19, as well as changes in work patterns and climate change have catapulted people and property leaders to the forefront of business strategy.

Exhibitors and long-running event partners of the legacy four events should be reassured that our technical seminars will still exist as they always have, and will continue to attract their core audiences, but Anticipate London will cater for the future-facing professional interested in the bigger picture too."

While Anticipate London is based in the UK's capital, one of Europe's leading Smart Cities and a metropolis with a clear strategy for improving its green credentials; both the audience and the topics covered will have an international focus, with global themes represented.

On the launch of the new brand, Alex Robertson, Head of Marketing for Anticipate London commented that, “extensive research and consultation with industry experts went into the ideation and implementation of the new brand. ‘Anticipate’ is a word that resonates strongly with professionals responsible for protecting employees – an organisation’s most valuable resource. It speaks to the need for being aware of risk and emerging threats, while also being indicative of being future-facing and anticipating the latest in technology, standards and government legislation.”

Anticipate London will take place on the 2nd to the 4th December 2024 at the ExCel in London and for the first time will coincide with the Security and Fire Excellence Awards, hosted at Grosvenor House, Park Lane in London on the 2nd December 2024.