

WORKTECH™ 13

Buenos Aires

work • workplace • technology • innovation

TEN YEARS OF
WORKTECH



2003-2013

THURSDAY 3RD OCTOBER 2013

HOTEL BOCA, TACUARI 243, SAN TELMO

*The future of work and
the workplace*



THEMES

- The Way We Will Work
- People and places
- Transformational Workplaces
- Workplace, Innovation & Productivity

WORKTECH13 Buenos Aires is a forum for all those involved in the future of work and the workplace as well as real estate, technology and innovation.

It will attract some of the biggest and brightest names to debate, discuss and divulge the latest thinking on the Future of Work and the Workplace.

Join over 100 senior professionals from real estate, facilities, HR, technology, executive management, architecture and design to further knowledge and share experience.

LEADING SPEAKERS INCLUDE



FAST COMPANY

Greg Lindsay,
Fast Company Magazine and
Author of *Aerotropolis*



Microsoft

Harald Becker,
Sr. Design Strategist,
Microsoft Office Envisioning



ESPM

Gil Giardelli,
Digital expert, Professor, Web
Activist and Author of 'You are
What you Share'



contract A member company of PLANET group

Victor Feingold,
Regional Director, Contract



unwork

Philip Ross,
CEO, UNWORK,
Futurologist & Author



HOK

Brett A. Shwery,
Senior Vice President, Director,
Strategic Accounts + Consulting,
HOK

Follow us on Twitter
#WORKTECH

PLATINUM SPONSORS



SILVER SPONSORS

interieur forma **Knoll**

INDUSTRIAS SOLANO
tempo | **wizy**



BRONZE SPONSORS

el espartano

BALKO

Giuliani
MOBILIARIO CORPORATIVO



la europea **Obras**

SUPPORTED BY



ANUARIO
INMOBILIARIO
LATINOAMERICA

CCAB | Cámara de Comercio
Argentino-Británica



fm **WORKPLACES**

ARQ
arq.clarin.com

inmobidiario



BOOK ONLINE NOW: WWW.UNWIRED.EU.COM/BUENOSAIRE

WHAT IS WORKTECH?

WORKTECH is a leading international conference series that is now held at over 20 cities around the world each year bringing together over 6000 people to hear over 400 of the most influential speakers and thought leaders. For other cities including London, Amsterdam, Singapore, San Francisco, Berlin, Milan and more, please visit www.unwired.eu.com



OUR VENUE

Hotel Boca, Buenos Aires

Hotel BOCA is the first football themed hotel in the world.

Carlos Ott, an internationally renowned architect, was invited to develop this idea: a unique experience that brings together architecture, modern design and thematic décor.



WHO'S COMING?

This event will be vital for Real Estate Professionals, Business & Strategy Executives, Facilities Managers, IT Directors & Executives and HR Professionals.

Who should attend:

- Real Estate Professionals
- Real Estate Strategy Professionals
- Workplace Professionals
- Facilities Professionals
- IT Directors
- HR Managers
- Change Managers
- Architects and Designers
- Property Owners and Developers
- Property Investors
- Property Agents
- Business and Strategy Executives
- Academics and Researchers

PAST WORKTECH DELEGATES INCLUDE

- Accenture
- Allen & Overy
- Aviva
- Barclays
- BBC
- BP
- Brookfield Multiplex Services
- BSkyB
- BT
- Cable & Wireless
- Capita
- Capital One
- Cisco
- Clifford Chance
- Cushman & Wakefield
- Deutsche Bank
- Environment Agency
- Ernst & Young
- Friends Provident
- GE Healthcare
- Glaxosmithkline
- Guardian
- GVA Grimley
- Herman Miller
- HP
- HSBC
- ITV
- Johnson Controls
- Jones Lang LaSalle
- KPMG
- Linklaters
- McDonalds Restaurants
- Morgan Stanley
- Motorola
- National Australia Bank
- Norton Rose
- Phillips
- Plantronics
- Pricewaterhouse Coopers
- Prudential
- Schroders
- Shell
- Siemens
- Sun Microsystems
- Toshiba
- Unilever
- University of Cambridge
- Vodafone Group

WHAT OUR PAST DELEGATES SAY

"Convergence of pre-eminent thinkers in all aspects of work, workplace related issues, a mix rather than just corporate and real estate, cutting edge, resonant & thought provoking"

Michelle Marwood, Kirkland Ellis

"Thought provoking and not to be missed if you are involved with HR, IT, FM or design of the workplace"

Sonny Hasan, CBRE

"Like being evangelized, mind converting"

Nigel Scott Williams, Vitra

"Great information for building a business case for change"

John Hardiman, Boehringer Ingelheim

"As usual WORKTECH exceeded my expectations both as a thought provoking and networking opportunity"

Ronen Journo, Cisco Systems

"Excellent insights into the trends and ever changing workplace complexities"

Jennifer Keller, Johnson & Johnson

"A well-spoken and experienced group of presenters providing leading edge subjects current topics and statistics. A great place to learn about new ideas"

Paul Abrahamson, Deloitte

"Incredibly relevant to anyone that manages technology, real estate or people"

Kate Culver, Coca Cola

PAST WORKTECH SPEAKERS INCLUDE



Frances Cairncross, Business Editor, The Economist,



Michael Joroff, Senior Lecturer, MIT School of Architecture,



Bill Moggridge, Director Cooper Hewitt & Founder, IDEO,



Nickolas Zennstrom, CEO & Co-Founder, Skype,



Edward de Bono, Author,



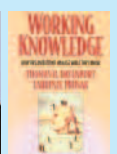
Alain de Botton, Philosopher,



Charles Handy, Author,



Laurence Prusak, Researcher, Consultant, Founder Institute of Knowledge Management,





HSBC

Horacio Sackmann is a Civil Engineer graduated from The Catholic University of Argentina.

He is a renowned professional in the field of Real Estate and Facility Management with extensive experience in project evaluation, optimization and reengineering of workspaces, leading multidisciplinary teams of operations and maintenance, among others. Horacio has provided services as Facility Manager at PWC, Commercial and Operations Manager of Facility Management at ISS Facility Services and Sales and Operations Manager at Cushman & Wakefield. He currently is in charge of the Corporate Real Estate area at HSBC.



Microsoft

Let's reimagine the future of work...Our interactions with the digital world of work should

support human activity and human behaviour. Instead of just making us more efficient, we believe they should also make us more innovative, foster empathy and trust, help us have insights and free us up to synthesize and innovate. We believe there are three themes that enable this future: Bringing people together, Natural flow, Enhancing our intuition.



contract workspaces

We, those people who conceptualize and design workspaces, like to talk about topics such as space

optimization, flexible work, mobile workers, increase of productivity, and so on. But our clients need to translate these concepts into the real numbers that are governing the results of a company. This presentation will demonstrate how and especially how much, the adoption of new forms of work, has a direct and positive impact on the profitability of the corporation



unwork SPACE TO WORK

Philip will look at global workplace innovation and trends examining case studies from his latest book, Space to Work. Reviewing some of the worlds most innovative workplaces including the incredible Macquarie Bank and Commonwealth Bank of Australia buildings in Sydney, Facebook and Yammer in San Francisco, Google, Interpolis, Rabobank and Microsoft in Europe and many more, Philip will explore how organisations are evolving to address the needs of knowledge workers.



CITIBANK

U.S. Equities Realty

ERNST & YOUNG

8.45 Registration

9.15 Chairman's opening remarks

THEME: The Way We Will Work

9.20 Engineering Serendipity

Greg Lindsay, Writer for Fast Company, Author of Aerotropolis: The Way We'll Live Next

10.00 Making Work Human: A Glimpse at the Future

Harald Becker, Sr. Design Strategist on the Envisioning team at Microsoft's Office division

10.40 Coffee

THEME: Workplace Innovation and Productivity

11.10 Global Delivery and Workplace Collaboration in corporate design

Brett A. Shwery, Senior Vice President, Director, Strategic Accounts + Consulting, HOK

11.40 Winning Ways: Cost benefits of choosing the right workplace strategy

Victor Feingold, Regional director, Contract

12.00 Workplaces and the Experience Design

Gonzalo Castillo, Designer at Universidad Católica de Chile, Founding Partner and Executive Director of Procorp

12.30 Lunch

1.30 Welcome back

THEME: Transforming Workplaces

1.35 Hybrid Space – reconfiguring work

Martin Frankel, Managing Partner, Areatres Workplace and Bryan Tafel, Blackberry Developer Evangelist

2.05 World Workplace: a look at the most innovative workplaces in the world

Philip Ross, CEO, UNWORK

2.45 Coffee

THEME: The Future of Work

3.15 The Future of Work: Panel Debate

A panel of real estate professionals that will examine the latest, trends and thinking impacting the future of work.

Gastón Sirito, Citibank. Pablo Manes, US Equities Realty. Alfredo Biocca, Ernst & Young

3.55 The Collaborative Economy and 21st Century People

Gil Giardelli, Digital expert, Professor, Web Activist and Author of 'You are What you Share'

4.40 Chairman's closing remarks

5.00 Networking Drinks



FAST COMPANY

Innovation is fundamentally social. Case study after study has



shown that the best ideas are more likely to arise from a casual chat around the water cooler than any scheduled meeting. They are the result of serendipity - a chance encounter at the right time by the right people, regardless of their rank, affiliation, and department or whether they even work for the same company. Journalist Greg Lindsay will share techniques for how cities, companies, and individuals alike can learn faster via engineering serendipity.



Procorp

Gonzalo will examine how to address space management and infrastructure beyond ergonomics and production efficiency, with a systemic and innovative point of view, focused on users and the cultural, emotional, rational and sensorial dimension of the "internal client" of a brand. The symbolic space, physical space and imaginary space: the three dimensions of the environment and how to intervene as experience suppliers. From random experiences, to managing work experience focused on people.



HOK

Brett Schwery will share his experience of providing great design whilst delivering tangible results with global teams for clients such as Oracle, Exxon and others



areatres

Martin is founder and managing partner of areatres - Argentina's preminent professional coworking brand. Last year, they opened the world's first Blackberry Innovation Center a 1,200 sq. ft dedicated coworking and events space for the Blackberry developer community with the objective of driving innovation and apps for the Blackberry10 platform. Martin will share insights on new ways of working and innovating for business.



ESPM



The information age is over. We live in the time of participation and accelerated innovation. To seize these opportunities for business and work, we need to collaborate, to harness the creative economy and web entrepreneurship. Gil will explore the possibilities of connection, immersing yourself in the magnificence of doing things that change everything in the spirit of our time.

RESERVATION FORM

UNWIRED, 7 St Johns Mews St Johns Road Kingston upon Thames KT1 4AN. UK
Telephone: 020 8977 8920 Facsimile: 020 8977 8970 Email: info@unwired.eu.com

BOOK ONLINE NOW: WWW.UNWIRED.EU.COM/BUENOSAIRE

	Rate per delegate	Number of delegates	Total Cost
Conference - Thursday 3rd October EARLY BIRD DELEGATE RATE – BOOK BEFORE 16th SEPTEMBER	299USD		
Conference - Thursday 3rd October STANDARD DELEGATE RATE	399USD		
TOTAL			

YOUR DETAILS or attach business card

Name: _____
Position: _____
Company: _____
Address: _____

Postcode/ZIP: _____
Telephone: _____
Email: _____

ADDITIONAL DELEGATES

Name: _____
Position: _____
Company: _____
Address: _____

Postcode/ZIP: _____
Telephone: _____
Email: _____

EASY WAYS TO PAY

Please charge my:



Cardholder name: _____

Cardholder address: _____

Card Number:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

Card expiry date: /

Issue No: (for switch cards)

VCode: Your VCode is on the back of your credit card – the last 3 digits printed on or just beneath the card signature strip

Signed: _____ Date: _____

Cardholder's billing address must be given if different from above
All orders must be signed and dated

Please invoice me at the address left.

Ref/PO no. (if applicable): _____

Post to: UNWIRED, 7 St Johns Mews, St Johns Road, Kingston upon Thames KT1 4AN
Or fax back to: 020 8977 8970 or email to: info@unwired.eu.com

CANCELLATIONS:

To cancel a confirmed registration, please send your cancellation request in writing to events@unwired.eu.com. A refund (minus 25% of the delegate price; administration fee) will be issued if your cancellation request is received no later than one month prior to the event date. No refunds/credits will be granted after this date. Alternatively, you may substitute another person to take the registered delegate's place provided the written request is received and approved no later than 7 days prior to the event date. Our terms and conditions apply.

- Please Tick this box to receive details of sponsorship and exhibition opportunities at UNWIRED events
- Tick here for further information about UNWIRED, alternatively, please call 020 8977 8920 and/or refer to www.unwired.eu.com
- All information provided is expressed as an opinion, is subject to change and should not be relied upon. Our terms & conditions apply. UNWIRED and WorkTech are registered trademarks of UNWIRED Ventures Ltd. This information will be held on our database and may be used to keep you informed of our products and for selected third party mailings. It may be necessary for reasons beyond the control of the organisers to alter the content and timing of the programme or the identity of the speakers.
- Please tick here if you do NOT wish your name, job title, company title to be displayed on the printed delegate list
- Tick here if you do NOT wish your full contact details to be shared with external sponsors who may contact you about their services

A VAT invoice will be issued on receipt of payment.

Confirmation details will be dispatched upon receipt of order. Full instructions including a map and agenda will be issued to registered delegates

VAT reg. no. 835 9315 09.
UNWIRED Ventures Ltd. Registered in England. No 5033330. 25 Harley Street London W1N 2BR. United Kingdom