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

WORKTECH13 New York 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 250 senior professionals from real estate, facilities, technology, executive management, architecture, design and professional advisors to further knowledge and share expertise.

WORKTECH is a leading international workplace conference series. The event is held at locations around the world including: London, Melbourne, San Francisco Bay, Amsterdam, Shanghai, Singapore and San Paulo.

Follow us on Twitter #WORKTECH

LEADING INTERNATIONAL SPEAKERS INCLUDE

Microsoft
Harald Becker, Sr. Design Strategist, Microsoft Office
Envisioning

Johnson Controls
Guy Holden, VP & GM Global WorkPlace Solutions

Fast Company
Greg Lindsay, Journalist & Author

Coca-Cola
Julie Seitz, Director, Workplace 2020

PENSON
Lee Penson, CEO

CONFERENCE CHAIR
Cindy Froggatt, Workplace Strategist with Perkins Eastman Strategies and author, "Work Naked: Eight Essential Principles for Peak Performance in the Virtual Workplace"

BOOK ONLINE NOW: www.unwired.eu.com/newyork
### 9.30am  Transformation at the BBC  
**Chris Kane, CEO, BBC Commercial Projects**

Under Chris’s leadership the BBC has delivered a £2bn property transformation, modernising 60% of the entire estate and delivering two million square feet of highly flexible new office and production space. A key element being the BBC’s new home in Media City UK. In 2012 he masterminded the £200m sale of the BBC’s 1m sq. ft. Television Centre. His long-term commitment to and enthusiasm for place making and encouraging new ways of working have been key in ensuring that all the BBC’s new workplaces will provide effective support for an increasingly agile workforce.

### 10.00am  Australian Space Planning Best Practices – Using Utilization Data to drive $m Savings  
**Ian Morley Co-Founder, Serraview**

Based on nearly a decade of learning’s with Australia’s largest companies (combined footprint of over 25m sqft) who have been moving to Flexible / ABW working environments, Serraview will share case studies and practical best practice processes on how to deliver the workplace of the future. We will show how technology has enabled better decision making, and resulted in 20-30% annual property savings for these businesses.

### 10.30am  Tea & Coffee

### 11.00am  Collective Social Intelligence  
**Professor Jeff Jones, Professor of Interaction Design, Queensland University of Technology**

In our modern world we are over connected to each other through an ever-increasing number of social technologies - Over one quarter of the world's population are registered to one or more social networks. That is 1.5 billion people exchanging information of every conceivable type everyday, but to what end? This master class will be of interest to those wishing to see how creating and harnessing a global collective consciousness can improve rather than corrupt the human condition by providing an in-depth exploration of how social networks and well-indexed information can be put towards change an improvement at individual, corporate and national levels.

### 11.30am  SMART Working at GlaxoSmithKline (GSK) Philadelphia  
**Steven Bernstein, Technical Director and Andrea Shook, Senior Consultant, Faithful+Gould**

GlaxoSmithKline (GSK) recently moved into a new double LEED Platinum certified home at Philadelphia’s historic Navy Yard. The 208,000-SF building showcases the latest evolution of GSK’s work environment principles to create an open, vibrant and collaborative work experience. GSK’s new agile working environment has speeded up decision-making and increased group effectiveness, while drastically reducing its square footage. Hear how it has fostered communication and boosted efficiency, while offering employees more freedom and variety in their working environment.

### 12.00noon  Productivity - The Holy Grail of Commercial Real Estate  
**Benice Boucher, Managing Director, Head of Workplace Strategy - Americas, Jones Lang LaSalle**

Measuring the productivity of knowledge workers has been described as the ‘Holy Grail’ of workplace strategy. Whether just starting out or engaged in a more mature model, how can organizations go about capturing the impact of workplace and mobile work strategies on individual and group effectiveness as well as on organizational culture and employee engagement? Join us for perspectives on this and the current debate around presence and performance in the workplace and its impact on collaboration and innovation.

### 12.30pm  Lunch & Event Close

**Opening Party at Herman Miller’s showroom May 15 between 17.30 – 20.30hrs, which is situated at 1177 Avenue of the Americas, 17th Floor, NY**

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**OUR VENUE**

*The Time and Life Building*, located at 1271 Avenue of Americas (6th Avenue) in the Rockefeller Center in New York. It opened in 1959 and was designed by the Rockefeller family’s architect Wallace Harrison, of Harrison Abramovitz and Harris. At the time of completion, the building’s 48 floors of 2,600m² were the largest in the world.

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**INNOVATIONS EXHIBITION**

**THURSDAY 15TH MAY**

Alongside the WORKTECH13 New York conference will be an innovation exhibition where companies will demonstrate new technologies, innovations and future visions. The aim of the exhibition is to keep you one step ahead by presenting new products and ideas about the workspace.
Global corporate leaders, business changemakers, and disruptive thinkers will converge in New York City for WORKTECH13 New York on May 16.
### Building Intelligence, it’s Redefining Work
Guy Holden, VP & GM, Johnson Controls, Global WorkPlace Solutions

### Beyond Location: The Future of Contextual Computing
Brett Martin, Founder & CEO, Sonar

### People Analytics
Ben Weber, President and CEO, Sociometric Solutions

### Technology that will change the Way We Work Q & A
John Stepper, Managing Director, Deutsche Bank
Guy Holden, VP & GM, Johnson Controls, Global WorkPlace Solutions
Brett Martin, Founder & CEO, Sonar
Ben Weber, President and CEO, Sociometric Solutions

### Coffee Break

### Europe: It’s All About the Kids
Lee Penson, CEO, PENSON

### Asia: Designing for the Dragon
Adam Robarts, Director, Robarts Interiors & Architecture

### America: The Versatile Workplace
Primo Orpilla, Principle, Studio O+A

### Workplace 2020
Julie Seitz, Director, Workplace 2020, Coca-Cola

### Global Workplace Q&A
Lee Penson, CEO, PENSON
Adam Robarts, Director, Robarts Interiors & Architecture
Primo Orpilla, Principle, Studio O+A
Julie Seitz, Director, Workplace 2020, Coca-Cola

### Chairpersons Closing Remarks

### Conference Closes

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**WHO SHOULD ATTEND?**

- Business & Strategy Executives
- HR Professionals
- IT Directors & Executives
- Management Consultants
- Academics & Researchers
- Real Estate Professionals
- Facilities Managers
- Architects & Designers

**PAST WORKTECH DELEGATES INCLUDE**

- Accenture
- Allen & Overy
- Avisia
- Bank of Scotland
- Barclays
- BBC
- BP
- BskyB
- BT
- Cable & Wireless
- Capita
- Capital One
- Cisco
- Deutsche Bank
- Ernst & Young
- Friends Provident
- Gartmore Investment Management
- GE Healthcare
- Glaxosmithkline
- Guardian
- GVA Grimley
- HBO
- HP
- HSBC
- ITV
- KPMG
- Linklaters
- McDonalds Restaurants
- Morgan Stanley
- Motorola
- Nationwide Building Society
- Norton Rose
- Phillips
- Plantronics
- PricewaterhouseCoopers
- Prudential
- Schroders
- Shell
- Siemens
- Stanhope
- Sun Microsystems
- Toshiba
- Unilever
- Vodafone Group
- Volkswagen
- Wells Fargo
- Work Logic
- WorkPlace 2020
- Worktop
- Xerox
- Xylem
- Zurich
- Zulily

**WHAT OUR PAST DELEGATES SAID**

- "Excellent insights into the trends and ever changing workplace complexities"
  - Delegate, 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"
  - Delegate, Deloitte

- "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"
  - Delegate, Kirkland Ellis

- "Great speakers – very forward thinking speakers – must attend!"
  - Delegate, Chevron

- "Collaborative event providing ideas & networking that are productive & essential for success in our area"
  - Delegate, Cardinal Health

- "Incredibly relevant to anyone that manages technology, real estate or people"
  - Delegate, Coca Cola

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### YOUR DETAILS

**Name:**

**Position:**

**Company:**

**Address:**

**Postcode/ZIP:**

**Telephone:**

**Email:**

### ADDITIONAL DELEGATES

**Name:**

**Position:**

**Company:**

**Address:**

**Postcode/ZIP:**

**Telephone:**

**Email:**

### EASY WAYS TO PAY

  
  **Please quote full delegate name as reference**

- Please invoice me at the address left:
  
  **Ref/PO no. (if applicable):**

- Please charge my:
  
  - [ ] Card
  - [ ] Direct Debit

**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

### CANCELLATIONS:

To cancel a confirmed registration, please send your cancellation request in writing to cancellations@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.

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. 927 1098 18.

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### RESERVATION FORM

UNWIRED, 7 St Johns Mews, St Johns Road, Kingston upon Thames, KT1 4AN, UK
Tel: 011 44 208 977 8920  Email: registrations@unwired.eu.com

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