

WORKTECH™ 13

New York

work • workplace • technology • innovation

TEN YEARS OF
WORKTECH



2003-2013

WEDNESDAY 15th MAY AND THURSDAY 16th MAY 2013

- MASTERCLASSES
- CONFERENCE
- EXHIBITION

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VENUE: TIME AND LIFE BUILDING, NEW YORK, USA

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.

THEMES

- Three Points of the Compass - Global Workplace Innovation from Asia, Europe and the Americas
- Technology that will change the way we work
- What's Next for the American Workplace?
- Engineering the Future of Work

LEADING INTERNATIONAL SPEAKERS INCLUDE

KEYNOTE SPEAKERS



Microsoft

Harald Becker, Sr. Design
Strategist, Microsoft Office
Envisioning



Johnson Controls

Guy Holden, VP & GM
Global WorkPlace Solutions



Fast Company & Author

Greg Lindsay,
Journalist & Author



PENSON

PENSON

Lee Penson, CEO



Coca-Cola

Julie Seitz, Director,
Workplace 2020

CONFERENCE CHAIR



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

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8.15am Registrations and refreshments

8.40am Chairpersons Opening remarks

9.00am Scenario Envisioning: Developing New Perspectives on the Future

Ryan Anderson, Director of Future Technology, Herman Miller



Join us in looking at the world through a new set of lenses. Scenario envisioning is a process that enables us to overcome the abstractions of the future through the development of stories. Learn about how scenario envisioning can help you and your organization with future planning and to create a dialogue about preparing for the future. In this master session, we will practice this method using one of Herman Miller's most recent hypothetical scenarios of what work might be like in the year 2018.

09.30am 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
John Campbell, Principle and Julia Leahy, Associate, Francis Cauffman



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

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.

INNOVATIONS EXHIBITION

THURSDAY 16th 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.



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8.30am Registration Opens

9.00am Chairperson's Opening Remarks

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



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.



Let's reimagine the future of work... Our interactions with the digital world of work should support human activity and human behavior. 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.

ENGINEERING THE FUTURE OF WORK

9.15am Making Work Human: A Glimpse at the Future of Work

Harald Becker, Senior Design Strategist, Microsoft Office Envisioning

9.35am Engineering Serendipity

Greg Lindsay, Author and Journalist

9.55am CREATE: Collaboration, Real Estate and Travel Ecosystem: Managing the Consumerized Workplace Like Business Travel

John Arenas, CEO Serendipity Labs, Founder and CEO of Worktopia



The evolution of the internet has shown us a profound human drive to openly connect people and ideas. The digital space showed us what's possible. We now want our urban environment to function in a very similar fashion - fluid, open, flexible, connected... How do we redesign the city to function more like an open network? We begin by prototyping new environments for living, working, and gathering. Forest City's San Francisco team has been researching the future of the city and creating disruptive models for a more connected urban experience, specifically at the 5M Project, Pier 70, and beyond. Forest City's Alex Michel offers insight and outcomes of their unique work in San Francisco.



Knowledge workers are choosing how, when and where they work from moment to moment. For many organizations, the distributed workplace is now an unbridled Wild West lacking proper controls over information security, personal safety, technology and more. The arrival of the consumerized, distributed work era doesn't have to mean a loss of compliance or of the ability to foster collaboration and innovation. Strategic workplace management professionals can get a look into their future, by becoming students of the recent consumerization of the Business Travel Management Industry.

10.15am HANGOUT

10.20am New Urban Spaces for More Connected Communities and Economies

Alex Michel, Co-Director, 5M Project, Pier 70, and 5M PlaceWorks

10.40am Engineering Coworking Culture

Jennifer Magnolfi, Advanced R&D Consultant, Magnolfi Inc.



One of the more significant disruptions in the design and management of workspace has emerged from coworking, a work style and a global community of practice seen as the real estate manifestation of Internet culture. This presentation will discuss insights gained while building a coworking acceleration initiative for the Downtown Project, an investment fund sponsored by Zappos.com CEO Tony Hsieh driving the revitalization of downtown Las Vegas.



Workplace change management has evolved over the years, and a very different approach is necessary to keep pace with organizations' plans for significant real estate portfolio reductions. Diane Stegmeier, author of the book The Critical Influence Approach to Effective Work Environments, will discuss new research findings on ensuring optimal workforce acceptance and adoption of flexible work environments and will share emerging change imperatives necessary to maximize real estate savings.

11.00am Coffee Break

11.30am The Evolution of Change Management: Changing the Way Organizations Manage Workplace Change

Diane Stegmeier, Founder and CEO, Stegmeier Consulting Group

11.50am Workplace Resilience + Adaptation

Peter Miscovich, Managing Director, Jones Lang LaSalle



Business disruption and discontinuous change have become "The New Normal". Emerging technologies and accelerating global economic, social and climate change related risks have begun to converge with increasing frequency and greater intensity. These disruptive factors in aggregate will contribute to increased uncertainty and complexity across global organizations at every level. As a result, the corporate workplace will need to adapt to continuous disruptive transformational change - and therefore we will require new and improved agile and adaptive interventions and solutions. We will explore how both the individual and the organization will benefit from these innovative resilient and agile adaptation strategies. We will explore how best to develop these strategies at the inter-personal, organizational, community and urban resilience levels. We will also explore how innovative resilience and adaptation strategies can be better enabled through integrated workplace and technology strategies and solutions.



12.10pm The Future Workplace - Panel Debate

Peter Miscovich, Managing Director, Jones Lang LaSalle
Joshua McLeod, Vice President, Corporate Accounts, Regus
Connie Van Rhyne, Director of Workplace, PepsiCo
Adam Lutz, Real Estate Project Executive, Google

12.40pm Lunch

TECHNOLOGY THAT WILL CHANGE THE WAY WE WORK

1.40pm The Best Office Design for Collaboration is Also the Cheapest

John Stepper, Managing Director, Deutsche Bank



It's expensive and often impossible to increase collaboration through physical changes to buildings. But online social platforms at work can dramatically increase ambient awareness and the chances of spontaneous encounters with relevant people while increasing "digital propinquity" - the kinship between employees. And that makes collaboration much more likely.

Continued overleaf...



Early platforms like Foursquare have shown the value of geo for both users and marketers, but it's becoming clear that the next wave of innovation will go far beyond location to incorporate multiple vectors from the sensors in our pocket to our data in the cloud.

1.55pm Building Intelligence, it's Redefining Work
Guy Holden, VP & GM, Johnson Controls, Global WorkPlace Solutions



In a flash, technology is changing working habits, workspace designs and uses. It enables improved collaboration, flexibility, and new capabilities for RE/FM professionals to track changes in their portfolios. With a click of a button, RE/FM professionals can access sound data to support stronger workplace outcomes, increase savings and more. Learn how Building Intelligence allows workplace professionals to create successful, efficient and influential workspaces.



Despite the fact that communication and information flow is among the most crucial aspects of any business, until today there hasn't been any objective, scalable way to capture that information. Using cutting edge wearable sensing technology I investigate how people communicate with each other in the real and virtual world and how their communication patterns impact happiness, individual performance, and organizational success.

2.15pm Beyond Location: The Future of Contextual Computing
Brett Martin, Founder & CEO, Sonar

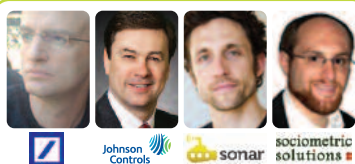
2.30pm People Analytics
Ben Waber, President and CEO, Sociometric Solutions

2.45pm 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 Waber, President and CEO, Sociometric Solutions



PENSON

Lee Penson is one of Europe's leading designers & workplace strategists who designs for the likes of Google and Cisco through to rap star Jay-Z at a global level. He will run through an emotive slant on workplaces moving forwards.



3.05pm Coffee Break

THREE POINTS OF THE COMPASS - GLOBAL WORKPLACE INNOVATION

3.35pm Europe: It's All About the Kids
Lee Penson, CEO, PENSON

3.55pm Asia: Designing for the Dragon
Adam Roberts, Director, Roberts Interiors & Architecture



In this presentation, 'Designing for the Dragon', Adam Roberts will share insights and experiences from his 20 years of living and working as a workplace designer in mainland China. Is China a production house for copycat workplaces? An innovation lab? Or a new innovation model?



As technology transforms the way we work, the separation between workplace and home, café and conference room becomes less distinct. For tech workers and members of the creative class midnight may be a productive hour; the office may be the best place to work out; the corner bar the best place to hatch a new idea. A modern designer creates spaces for every possibility.

4.15pm America: The Versatile Workplace
Primo Orpilla, Principle, Studio O+A

4.35pm HANGOUT

4.40pm Workplace 2020
Julie Seitz, Director, Workplace 2020, Coca-Cola

5.00pm Global Workplace Q&A
Lee Penson, CEO, PENSON
Adam Roberts, Director, Roberts Interiors & Architecture
Primo Orpilla, Principle, Studio O+A
Julie Seitz, Director, Workplace 2020, Coca-Cola



Julie leads a team to re-imagine and renovate the Coca-Cola Atlanta headquarters campus into a state-of-the-art workplace that reflects the vibrancy and integrity of the world's best-loved brands.



5.20pm Chairpersons Closing Remarks

5.30pm Conference Closes

WHO SHOULD ATTEND?

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

PAST WORKTECH DELEGATES INCLUDE

- Accenture
- Allen & Overy
- Aviva
- 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
- HBOS
- HP
- HSBC
- ITV
- KPMG
- Linklaters
- McDonalds Restaurants
- Morgan Stanley
- Motorola
- National Australia Bank
- Nationwide Building Society
- Norton Rose
- Phillips
- Plantronics
- PricewaterhouseCoopers
- Prudential
- Schroders
- Shell
- Siemens
- Stanhope
- Sun Microsystems
- Toshiba
- Unilever
- Vodaphone Group

WHAT OUR PAST DELEGATES SAID

"Excellent insights into the trends and ever changing workplace complexities"
Delegate, Johnson & Johnson

"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

"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

"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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	Standard Price per delegate	EARLY BIRD PRICE valid until 12th April 2013	Number of delegates	Total Cost
WORKTECH13 Masterclasses Wednesday 15th May	\$299	\$249		
WORKTECH13 Conference Thursday 16th May	\$499	\$399		
WORKTECH13 Masterclasses & Conference Wednesday 15th May & Thursday 16th May	\$798	\$598		
TOTAL				

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