

WORKTECH™ 15 Berlin

work • workplace • technology • innovation

THE FUTURE OF WORK AND THE WORKPLACE

EUREF Campus 30th September

THEME: TRANSFORMING OUR FUTURE WORKPLACES

WORKTECH15 Berlin is the forum for all those involved in the future of work and the workplace as well as real estate, technology and innovation. This is our 2nd WORKTECH conference in Germany and 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, technology, executive management, architecture, design and professional advisors to further knowledge and share expertise.

THEMES

- Change and The New Reality of Work
- Future of Work and Technology
- Empowering People: Motivating Employees / Engagement
- Cisco: Open Berlin Site Visit

KEYNOTE SPEAKERS INCLUDE



Philip Ross
Futurist, Author and CEO
Unwork

unwork



Jeremy Myerson
International Author and Director
Royal College of Art

Royal College of Art
**THE HELEN HAMLYN
CENTRE FOR DESIGN**



Klaus Sandbiller
Head of Real Estate Global Projects
UniCredit

UniCredit



Kelly Robinson
Workplace Designer for SoundCloud, Airbnb,
and Headspace

SOUNDCLOUD
airbnb



Mitko Vasilev
Cisco

CISCO



Allan Chester
Allan Chester, CEO,
any2any GmbH

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Allan Chester

Allan has been living and working in Germany for over 16 years in various Global roles in Service Management, Innovation, Delivery, and Consulting for some of the largest Service Providers and Systems Integrators across Europe. Senior roles within Dimension Data, Telefonica, and Orange have always focused on the improvement of Customer Experience and interactions and ways to create a foundation of trust with their customers. More recently, as Global Director for Strategic Business Development and Innovation at Orange, defined a completely new approach to establishing unique and intuitive workplaces that enable multinational firms to enhance the well-being, control, and productivity of their most important asset, their people.



Philip Ross

Philip will look at global workplace innovation and trends examining case studies from his latest book, *Space to Work*. Reviewing some of the world most innovative work

places including the incredible Macquarie Bank and Commonwealth Bank of Australia buildings in Sydney, Facebook and Yammer in San Francisco, Google, Interpolis, Rabobank and Microsoft and many more. Philip will explore how organisations are evolving to address the needs of knowledge workers.



Klaus Sandbiller



In the financial industry, today's workplace transformation programs aim at the introduction of new ways of working with a particular focus on collaboration and wellbeing.

Learn how Unicredit stretches this concept further by creating innovative workplace formats, crossing boundaries between office and retail spaces, leveraging on both digital technology and data driven design and connecting with communities as well as the city.

Kelly Robinson

New tech companies are engaging in fierce competition for top talent. Kelly will chair a panel with top firms leading the way in this sector including SoundCloud, Airbnb and Factory Berlin. They will discuss all aspects of space, managing people and the vital components for creating, sustaining, and managing a remarkable office vibe. They will also explore how to go back to the basics of fundamental human needs to create sustainable spaces for the future.



Ernst Holzpfel



New research into how to create future office solutions which enhance people's wellbeing, happiness and collaboration.

What features do most innovative working environments have in common? What concerns and options should be considered when the office of the future is being designed? How is it possible to foster wellbeing in the office and make people happy in their work?



Frank Sonder



Now more than ever, there's a misguided belief that when walls come down, collaboration and creativity automatically rise up in their place, and then innovation just happens. Workspaces may well influence collaboration and creativity and at the moment there's incredible hype around 'incubator' or 'labs' or whatever you call it – particularly in Berlin. Yet how do we remain true to our culture and maximize employee inspiration... we're not all Googles.

08:30 REGISTRATION & REFRESHMENTS

09:05 Welcome from Chair

Allan Chester, CEO, any2any GmbH

CHANGE AND THE NEW REALITY OF WORK

09:10 Cisco OpenBerlin – What Innovation Looks Like

Richard Smith and Mitko Vasilev, Cisco and John Labus, Solutions Design Manager, Cisco

09:50 Panel Debate: What this means for work

Join Richard, Mitko and Christian and explore what this means for future work and place. Chaired by Philip Ross

10:10 Life of Work: What Office Design can Learn from the World around us

Jeremy Myerson, International Author and Director, Helen Hamlyn Centre of Design, Royal College of Art, Aukett+Heese

11:00 COFFEE

FUTURE OF WORK AND TECHNOLOGY

11:30 The World's Most Innovative Workplaces

Philip Ross, Futurist, Author and CEO, UnWork

11:50 Is your portfolio ready to combat disruptive innovation and accelerate growth?

Claudia Hamm, Head of Workplace Strategy EMEA, JLL

12:10 Unicredit Workplace Transformation: From Smart Working to Next Generation Spaces

Klaus Sandbiller, Head of Real Estate Global Projects, UniCredit

12:30 LUNCH

EMPOWERING PEOPLE: MOTIVATING EMPLOYEES / ENGAGEMENT

13:40 Spirit at Work: Creating a Deeper Connection

Kelly Robinson, Workplace Designer for SoundCloud, Airbnb, & Headspace

14:10 Panel Debate: How to create and sustain a World Class Office of the Future

- Kelly Robinson, Workplace Designer for SoundCloud, Airbnb, & Headspace
- Alexander Lancelot Wordel (Lance), Service Designer, Factory Berlin
- Sophia Jäckel, Office Manager, SoundCloud
- Karolin Ruhlmann

14:40 Freedom at Work: Insights into Emerging Workstyles

Ernst Holzpfel, Head of Marketing, Sedus Stoll AG

15:10 The Challenges of Change and the Human Factor

Alexandre Teixeira, Country Real Estate – Brazil, ABB

15:30 Workplace design: Empowering Innovation

Frank Sonder, CEO and Co-Founder of foresee, Partner at Navigationlab

15:45 Panel Debate: Corporates stalking startups - success factor or dead end

16:10 CISCO: OPEN BERLIN SITE VISIT & NETWORKING DRINKS

18:00 EVENT CLOSES



Richard Smith



Mitko Vasilev

The Internet of Everything connects people, process, change, data in a way that will revolutionize the way and the places in which we work. This global phenomenon of unparalleled connectivity is closer than we might think. Cisco is pioneering the field. It launches a new Innovation Centre - OpenBerlin - dedicated to exploring these new innovations and concepts. Richard, Mitko and Christian showcase the latest thinking and what this means for you and your business.



Jeremy Myerson



Jeremy presents a framework for change to plot an escape from the tradition of mechanistic offices that are programmed for

maximum efficiency without taking into account the human need for comfort and connection. Based on a five-year research project, it sets out a template for the future of the workplace by adopting a series of novel perspectives on how office design can learn from other environments in the world around us.



Claudia Hamm



We are witnessing the rapid emergence of new ways and places to work. From co-working to hubs to workplace on demand, a fast changing

global workforce is seeking autonomy and community. Creating an entire new industry which could rethink underutilized buildings and total occupancy cost; examining how shared user concepts can aggregate talent and offer exciting co-creation communities with the entrepreneurial spirit of start-ups - adaptable, agile flexible ecosystems for innovation and creativity.



Kelly Robinson



Many companies spend millions on lavish offices and over-the-top perks with the hope of attracting the world's

top talent. And though the work environment continues to be a key player for success, even more important is the need to cultivate a sense of spirit or unity within the company and beyond it.



Alexandre Teixeira



Join Alexandre as he explores a holistic approach to creating new workplace solutions. Dealing with culture, behavior, hierarchy, different

generations whilst implementing a global strategy to improve business results and enhance the brand.



Keeping up with the lightning pace of technology in today's digital world requires new ways of thinking. It means providing

an open environment where the best and brightest can collaborate. Ideas become prototypes, and then products and solutions that can change the way we live, work and play. Join us at Cisco Internet of Everything (IOE) Innovation Center where collaboration between partners, researchers, and startups is powering innovative new solutions for the Internet of Everything.