

WORKTECH™ 15 West Coast

work • workplace • technology • innovation

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

Mission Bay Conference Center, San Francisco

Wednesday 2nd December 2015

9:00am – 5:30pm

THEME: TRANSFORMING OUR FUTURE WORKPLACES

The future of work is on everyone's agenda. This event brings thought leaders together to share cutting edge ideas on the future, from both a people and technology perspective. It will allow an understanding of the key drivers of change and enablers of innovation that will shape how, where and when work takes place.

Our global speakers will explore future technologies, cutting edge award-winning workplaces and people, change and engagement.

Our speakers come from some of today's most successful companies as well as a broad range of progressive and influential organisations. They are leading international thinkers, industry strategists and radical visionaries.

Join over 200 senior professionals from real estate, facilities, technology, executive management, architecture, design and professional advisors to further knowledge and share expertise.

EXPERT SPEAKERS INCLUDE



Genentech
A Member of the Roche Group

Carla Boragno
Vice President Site Services,
Genentech



Panasonic

Bob Christopher
Director of Innovation,
Panasonic



ebay

Tom Edwards
Head of Global Design &
Construction, eBay



puzzlepartners

Dr Megan Divett
Project Director
Puzzle Partners



Symantec

Becky Laden
Global Workplace Innovation
Program Development Manager,
Symantec



unwork

Philip Ross
Futurologist & CEO,
Cordless Group & UNWORK



DOWNTOWN PROJECT

Rebecca Weaver
Downtown Project Head,
People Operations



LEXC

Jamie Russo
Chief of Work and Wellness at
EnergSpace Coworking, President
of the League of Extraordinary
Coworking Spaces

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#WORKTECH



Jamie Russo
Jamie is founder and Chief of Work and Wellness at Enerspace Coworking. She has spent the last eight years intensely immersed in the study of creating space, culture and communities that help people do their best work and be their best selves.



Tom Edwards
In celebration of eBay's 20th Anniversary eBay is creating a new work place beginning with "Mainstreet" the new front door to our campus and a meeting space for eBay that will embrace employees and guests alike.



Rebecca Weaver
Is an organization with no managers realistic? Hear from Rebecca Weaver as she shows how Downtown Project is transitioning to this management structure and what companies can learn about transparency, efficiency, accountability and the future of work from their experience.



Thomas Muchnick
Workplaces today emphasize increased collaboration and real estate efficiency. Markets have become global and fast-paced, while teams have become more agile and distributed. These trends will be amplified in the future. How do we successfully execute our individual focus work in a workplace that increasingly stresses collaboration?



Laura Mihailoff



Philip Ross
Philip will look at new technology that will create a location layer inside buildings allowing a new set of experiences. This will change both reception meet and greet allowing a complete rethink of the design of the reception area through to engineered serendipity that will allow buildings to become real time social networks.



Melissa Marsh
New tools for self-quantification enable greater access, awareness and even sharing of our health and habits. How is this shift prompting new behaviours, preferences, and expectations in the workplace? This session will explore the impact of self-quantification on how we design, operate, and occupy future work environments.



Ben Zweig



Antonia Cardone
What can we expect in terms of next generation of workplace strategies from global organizations as the result of business transformation, emerging technologies and diverse talent and workforce demands?



Becky Laden



Elizabeth Vereker



David Rolls



08:30 REGISTRATION & COFFEE

09:00 Welcome from Moderator

*Jamie Russo, Chief of Work and Wellness at Enerspace Coworking
President of the League of Extraordinary Coworking Spaces*

09:15 Igniting a Shift in Work Practice

Carla Boragno, Vice President of Site Services, Genentech

09:40 eBay Main Street

Tom Edwards, Head of Global Design & Construction, eBay

10:05 HANGOUT

10:10 Spotlight on Australia: Sunshine & Vegemite: An Incubator for Experimentation

Dr Megan Divett, Project Director Puzzle Partners

10:35 Inside Self-Management: What Organizations Can Learn From a Company on the Front Lines of Change

Rebecca Weaver, Downtown Project Head, People Operations

11:00 COFFEE

11:30 Working in a Mind Field – How Cognitive Affordances Affect Our Mental Abilities

Jeff Reuschel, Global Director of Design & Innovation, Haworth

11:55 My Work in a We World: Focus and Collaboration in the Future Workplace

Thomas Muchnick, Consulting Analyst/Strategist and Laura Mihailoff, Consulting Strategist, Gensler

12:20 A Journey Towards Wholeness in Workplace Design

Dr. Charles Grantham, Founder and Teacher, Community Design Institute

12:45 PECHA KUCHA SESSION



12:50 LUNCH BREAK

13:45 Real Time Real Estate

Philip Ross, Futurologist & CEO, Cordless Group & UNWORK

14:10 A Connected Dining Experience

Peter Czimbak, Director of Information Technology, Aramark

14:35 HANGOUT

14:40 The Quantified Workplace: Applications and Opportunities

*Melissa Marsh, Founder and CEO, PLASTARC
Ben Zweig, Senior Strategist and Data Scientist, Chief Analytics Office, IBM*

15:05 How the Millennial Workforce are Changing the Workplace Environment

Bob Christopher, Director, Innovation, Panasonic R&D

14:35 COFFEE BREAK

16:00 Herman Miller Presentation

Herman Miller

16:25 Aligning The Future of Work with The Future of Business

Albert DePlazaola, Global Strategy Leader, Unispace

16:50 What's Next in Workplace Strategy Expert Panel Discussion

- Antonia Cardone, SVP, Workplace Strategy, West Coast, Cushman & Wakefield
- Becky Laden, Global Workplace Innovation Program Development Manager, Symantec
- Elizabeth Vereker, Brand Studio Manager, O+Q
- David Rolls, Head of Cities and Urban Renewal, Mirvac

17:15 Moderator's Closing Remarks

*Jamie Russo, Chief of Work and Wellness at Enerspace Coworking
President of the League of Extraordinary Coworking Spaces*

17:30 CONFERENCE CLOSES



Carla Boragno
Genentech's newest office building is more than a state-of-the-art facility for its South San Francisco employees. It's a shift in how employees think about their work. Carla Boragno will present the business case for developing the new work environment model at Genentech, share some employee stories, and speak to the journey that lies ahead.



Dr Megan Divett
What is it about Australia that makes us so willing to experiment with different environments? From Macquarie Bank, CBA, Mirvac and Canon to Federal Government Agencies, everyone down under is experimenting with something new. What have we tried? What have we learnt? Where are things heading down under?



Jeff Reuschel
Memory, focus, mental fatigue recovery, alertness and flow can all be affected by our environment. Jeff Reuschel will outline the four primary cognitive affordances that all workspaces must provide to allow us to do our "mind's best work".



Dr. Charles Grantham
Our build work environment gives us emotional experiences and a sense of these spaces affects our overall wellbeing. This session will explore how Eastern healing practices can be used to enhance wellbeing in the workplace. Specifically it will explore design principles taken from Zen practice, Reiki healing and Chakra balancing.



Peter Czimbak
The traditional dining experience at the workplace is no more. As companies shift to new workplace models, service providers must design technologies around a more holistic and integrated design to create experiences that provide value to the consumer. As a leader in workplace dining, Aramark will share insights and strategies that are creating a new dining experience through technology.



Bob Christopher
The millennial generation is the largest age group to emerge since the baby boom generation, and are the fastest growing segment of the workforce. Millennials are creating a change in how work gets done, and employers will need to make major adjustments in their workplace models to engage this age group.



Herman Miller works for a better world around you-with inspiring designs, inventive technologies and strategic services that help people do great things and organizations to perform at their best, improving the human experience wherever people work, heal, learn, and live.



Albert DePlazaola
Silicon Valley thinking has influenced organizations in multiple market sectors to adopt more progressive work environments. But the blind adoption and implementation of tech-like workplace strategies has led to the conflation of fashion and form, and lead many to mistake style for strategy. In this discussion, Albert de Plazaola will describe how many organizations miss the opportunity to better support their organizational priorities by following workplace trends instead of research. He will also propose a framework that better aligns the future of work, with the future of business.



WHY ATTEND

- This uniquely-focused one day event will cover a mix of strategy, technology and property, to give you a real in-depth understanding of the future of workplace and how this will affect your business.
- Discover strategies for reinvigorating the workplace to ensure your assets deliver value.
- Hear from leading industry speakers, thought-leaders and innovators.
- Network with high-level peers in a more intimate setting, designed to provide opportunities to meet and speak to everyone.

WHAT PAST DELEGATES HAVE SAID...

"Great information for building a business case for change"
Delegate, Boehringer Ingelheim

"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, Kirkl and 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

"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

"WORKTECH was very good again this year creating lots of new ideas to think about and develop. You never know what parts of any event will have most impact, but again there was a broad mix to ponder."
Delegate, Kraft Foods

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

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

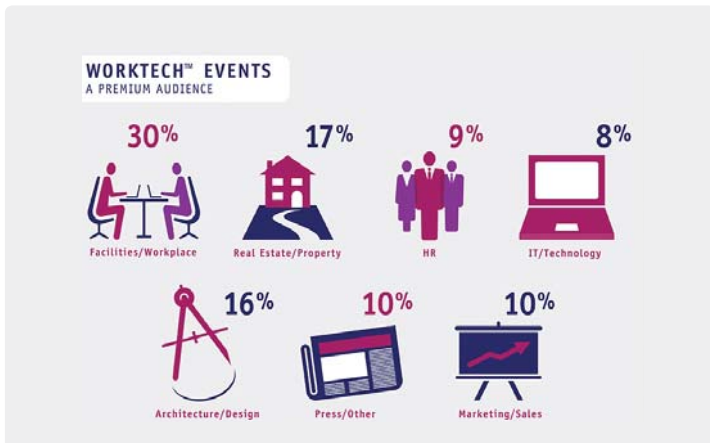
OUR VENUE



The Mission Bay Conference Center at UCSF is an exciting new meeting and event destination, centered in UCSF's new 43-acre life sciences campus for teaching and research. The Mission Bay Conference Center is easily accessible to parking, public transportation, freeway and airport connections, and conveniently close to AT&T Park, shopping, hotels and entertainment.

OUR AUDIENCE

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



REGISTER NOW!

Ensure your business remains cutting edge:

Three ways to register

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