

WORKTECH™ 16 Dubai

work • workplace • technology • innovation

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

Media One Tower Dubai Media City, Dubai, 115033
Wednesday 2nd March 2016, 9.00am – 5.30pm

WORKTECH16 DUBAI

WORKTECH16 Dubai is the forum for all those involved in the future of work and the workplace as well as real estate, technology and innovation.

This inaugural event will attract some of the biggest and brightest names to debate, discuss, and divulge the last thinking on the Future of Work and the Workplace.

Join over 100 senior professionals from real estate, facilities, HR, technology, executive management architecture, design and professional advisors to listen to global thought leaders, further their knowledge and share best practice and expertise.

EXPERT SPEAKERS INCLUDE



James Grose
CEO, BVN



Imogen Privett
Author and Director



Philip Ross
Futurologist & CEO,
Cordless Group & UNWORK



Diane Thorsen BA (Hons)
LEED AP, IIDA, Principal,
Perkins+Will



Debra Ward
Managing Director, EMEA, Condeco



Martin Pongratz
Partner, MooCon



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James Grose
A case study of three projects for ASB Bank in Auckland New Zealand, spanning 2000 to the present tracing the evolution of contemporary workplacings.



Diane Thorsen PERKINS + WILL
Dubai is a location of choice for International businesses across all sectors. As consultants we are constantly challenged by applying global space planning standards in a way that recognizes this regions culture differences and way of conducting business. We explore design in this region to embrace concepts of wellness, technology and flexibility.



Martin Pongratz M.O.O.CON™
How a purposeful, timely and occupier led coordination of the premises planning & creation process leads to true value creation for the core business on various levels of the equation. Martin will address how an organisation's workflow may positively impact the building structure and how the designer's creativity can be purposefully guided.



Emma Carbery THE WORK PLACE YOGI
discusses what she sees as a continuing tension for individuals and for businesses as they work in an increasingly complex, rapidly changing and challenging business environment.



Steven Velegrinis PERKINS + WILL
Steven leads a panel debate exploring whether 'Smart Cities' are a misnomer. They are not about physical space but rather regulatory freedom (cafés as offices, googlification of workspace). What people need to flourish is flexible space and customizable experience and to use technology in inventive ways to make sense of the city.



Debra Ward CONDECO
Debra will explore how using the right technology, you can create work-spaces that are designed especially for your workforce. Real-time data can indicate just how much space your using, and help you make informed strategic decisions about what space you need. Imagine: happier people, more productivity and higher efficiency.



Jim Taylour orangebox
Increasing reliance on hand held technology, our changing places of work and the workforce within them, Jim delivers insight and recommendations for achieving better working practices, environments and products.

08:30 REGISTRATION

09:05 Welcome from Moderator
Patrick Taylor, General Manager, HNI Corp

CHANGE AND THE NEW REALITY OF WORK

09:10 Transformation Down Under
James Grose, CEO, BVN

09:50 Life of Work: What Office Design can Learn from the World around us
Imogen Privett, Author and Director, Helen Hamlyn Centre of Design, Royal College of Art

10:30 HANGOUT / PANEL – JAMES & IMOGEN

10:40 COFFEE BREAK

PEOPLE & ENGAGEMENT

Empowering people to deliver results and greater productivity. Examining motivation, happiness and wellbeing.

11:10 Exploring how to adapt international ways of working to suit local culture
Diane Thorsen BA (Hons), LEED AP, IIDA, Principal, Perkins+Will

11:30 New spaces for being competitive
Didi Lenz, Head of Innovation & Design, BENE

11:50 How work environments can truly leverage core business performance
Martin Pongratz, Partner, MooCon

12:10 The Science behind making Employees Happy in the Workplace
Oliver Baxter, Insight Program Manager, Herman Miller

12:30 Dealing with Diversity: Identifying a common denominator for a cohesive workforce
Pallavi Dean, Design Director, Pallavi Dean Interiors

12:50 Creating Spirit at Work
Emma Carbery, Founder, Workplace Yogi

13:05 LUNCH BREAK

SMART CITIES

14:05 Panel Debate: Smart City or Dumb City. What exactly defines the 'smartness' of a city
Steven Velegrinis, BLA (Hons), BA, Grad Dip, Director of Urban Design Perkins + Will

TECHNOLOGY AND PEOPLE

14:35 Powering Change: Attracting and Retaining Talent
Debra Ward, Managing Director, EMEA, Condeco

14:55 Mobile Generations
Jim Taylour, Head of Workplace, Orangebox

15:15 Collective Social Intelligence – Being Human in the Digital World
Professor Jeffrey Jones, Author and CEO

15:30 Jelly Bean Working
Philip Ross, Futurist, Author and CEO, UnWork

FUTURE WORKPLACE

15:50 Expert Panel Discussion
Heads of Property debate and share their perspective on the challenges and opportunities facing them in the Middle East. Oracle, Microsoft, GE & Shell (tbc) + Phillip Ross

16:20 MODERATOR'S CLOSING REMARKS

16:25 NETWORK DRINKS

17:30 EVENT CLOSES



Imogen Privett THE HELEN HAMLYN CENTRE FOR DESIGN
Imogen 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 sponsored by Haworth, 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.



Didi Lenz bene

Our times are determined by the transition into a new economic era. No organisational change can manage this fundamental

revolution of our business caused by new digital means and services. Special trained task forces start to explore new territories for future business. This search cannot happen within established organisational settings and spaces.



Oliver Baxter HermanMiller

We know office design affects behaviour. But to what extent? Does office design actually affect brain activity, as well as behaviour? This session explores findings from new research with the Centre for Neuroeconomics Studies.



Pallavi Dean PALLAVI DEAN

Pallavi shares new research on the relationship between culture and its impact on a work environment. It explores design and space

planning as tools to bring organizational cohesion.



Jeffrey Jones

Those of you who wish to see how creating and harnessing a global collective consciousness can improve rather than

corrupt the human condition will enjoy this in-depth exploration of how social networks and well-indexed information can be put towards change an improvement at individual, corporate and national levels.



Philip Ross unwork

Philip will examine the way we work, whether we are engaged and energised in the office or sometimes

feel that days are dominated by process and technology. Reimagining business is about waking up to a new environment, based on collaborative and flexible working, on technology that, used correctly, liberates rather than constrains. The future of work must be based on being open, on focusing on results, not process and on empowerment, not hierarchy.

Corporates share their perspective on the future workplace in the Middle East.