

WorkTech08 Conference

Friday 19th September

8.45am – 4.10pm



Piet van Schijndel. Member of Board of Directors of Rabobank Nederland. Piet van Schijndel graduated in 1975 with a doctoral degree of business administration at the Technical University of Eindhoven. In that same year he started his career at Rabobank Nederland in the role of management consultant. Then in 1990 he moved to Interpolis where he became member of the Directorate. In 1992 he became Vice-Chairman and in 1998 Chairman of the Directorate. As from 1st of December 2002, Piet van Schijndel is member of the Board of Directors of Rabobank Nederland.



Erik Veldhoen founded Veldhoen + Co in 1989. The company's mission through 'the Art of Working' is to create better, more pleasant and more effective ways of working. Erik worked with Interpolis to create ground breaking new ways of working.



Andy Boyd is a Physicist who has worked in manufacturing, research (Measurement & Control) and knowledge management for Shell in the UK, USA, Malaysia and Netherlands. He has spent the last 10 years working on knowledge management problems in Shell, and until recently was Visiting Professor of Knowledge Management at the London School of Economics. The presentation will cover how new emerging internet technologies can radically change how we collaborate and work together, and how that may effect architectural and building considerations.



Guy Holden is the Vice President and General Manager for Johnson Controls Global WorkPlace Solutions business. Guy is responsible for a business of over \$3 billion in revenue, with operations in over 50 countries and more than 15,000 employees worldwide. He will discuss creating the workplace to support a global organisation and the challenges of the globalising organisation – now and in the future.



James Woudhuysen Professor of Forecasting and Innovation at De Montfort University will reflect on whether 10 years on, are we still in McKinsey's 'war for talent'? Can talent be managed, as Wharton's Peter Cappelli now imagines, using the principles of supply chain management? And are social networking websites at work the way to keep your culture youthful, and focused on more than the bottom line?

Chair: Neil Salton

WORK WITHOUT WALLS

9.00am Piet van Schijndel

9.30am Erik Veldhoen

10.00am **Coffee Break**
Innovation Exhibition in Safe Deposits

COMMUNICATION - Physical and Virtual

10.30am Philip Vanhoutte
Physical communication

11.00am Andy Boyd
Virtual Communication

CONNECTED BUILDING

11.30pm Philip Ross

12.00pm Guy Holden

12.30pm **Lunch**
Innovation Exhibition in the Safe Deposits

1.40pm Wim Pullen

2.10pm Wiel Arets

2.40pm **Discussion on workplace / design:**

A culture of diversity, blurring boundaries between hotel, home and office working. Chair: Kim Burt, OCCo. Panel: Rob Wright, Diverse Notion, Dingeman Kuilman, Premsula, Wiel Arets, Wiel Arets Architects.

CULTURE / SPIRITUALITY

3.30pm James Woudhuysen

4.00pm **Closing Remarks – Neil Salton**

4.10pm **Conferences closes**

Drinks reception and networking party in Café Beur van Berlage, music from Conservatorium van Amsterdam

Philip Vanhoutte is Managing Director of Plantronics EMEA, the world leader in headsets and is an expert on new technologies for a mobile age. He will discuss the consequences of the office technology avalanche we've experienced over the past 30 years, reflect on essentials of 21st century work and communication behaviors and recommend ways forward in what looks like an ever more stressful ICT enabled workplaces.



Philip Ross is an author and commentator on emerging technology and its impact on work and the workplace. With Jeremy Myerson, he has written a number of books on the future of work, including the Creative Office, the 21st Century Office and Space to Work. He will talk about how to enable the workplace to support collaboration between virtual teams and integrating technology into a sustainable workplace.



Wim Pullen. Many organizations are considering the implementation of flexible workplace concepts. They notice that occupancy rates are low and that it is the buzz of the town: everybody is taken some approach to it. But what does a decision for implementation imply? Wim Pullen will make a tour d'horizon on evidence based workplace management: What does it mean for labor productivity (economic angle), what does it mean for the organization (implementation) and how does it affect the individual employee (psychology)? Wim Pullen is director of the Center for People and Buildings, a non profit scientific knowledge centre in Delft, The Netherlands.



Wiel Arets is a professor at the University of Arts in Berlin. His work has been awarded numerous international prizes. Amongst his most innovative projects are the Academy of Art and Architecture in Maastricht and the University Library in Utrecht. Wiel Arets has held a number of academic positions during his career, including dean of the Berlage Institute Rotterdam from 1995 to 2002. He established Wiel Arets Architect & Associates in 1984 and is also known for his industrial design in collaboration with leading manufactures as Alessi, Quinze & Milan and Lensvelt.

