

WORKTECH™ 08 London

work • workplace • technology • innovation

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Monday 17th and Tuesday 18th November 2008

The British Library, London

Themes: • The Future Technology Workplace • Four Generations at Work

WorkTech is a forum for all those involved in the future of work and the workplace as well as technology and innovation. WorkTech08 is the 5th annual conference looking at implications of convergence between the worlds of technology, real estate, work and the workplace.

Join over 200 senior professionals from real estate, facilities, technology and executive management, architects, designers and other professional advisors.

LEADING GLOBAL SPEAKERS AND PANELLISTS INCLUDE:

- **Robert Heller**, Author and Business Management Guru
- **Professor Eddie Obeng**, Professor, Pentacle The Virtual Business School
- **Professor Adrian Furnham**, London University
- **Vito Chiodo**, Director of Property, Telstra
- **Professor Jeremy Myerson**, Director, Helen Hamlyn Centre, Royal College of Art
- **Richard Evans**, Head of Property, GlaxoSmithKline
- **Tim Caiger**, Head of Property, Oracle
- **Andy Law**, Founder, The Law Firm
- **Peter Ecsery-Merrens**, Director, Cisco
- **Stefan Camenzind** and **Tanya Ruegg Basheva**, Partners, Camenzind Evolution



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WorkTech08 London Masterclasses

Monday 17th November 9.30am-5.45pm

Two interactive sessions exploring the future of workplace and technology

Session 1: 9.30am - 1.00pm

9.30am – 11.00am

Welcoming Workplace: New Design for an Ageing Workforce

This session will explore new approaches to office design to enable growing numbers of older people to contribute to the 21st century knowledge economy. Based on an international user study in the UK, Japan and Australia led by the RCA Helen Hamlyn Centre, the Masterclass will feature contributions from the project's lead researchers and debate the limits of open plan working.



helen hamlyn centre

11.00am - 11.30am - Coffee Break

11.30am – 12.15pm

Generations at Work

Four different generations are working side by side today – the Traditionalists (born before 1945), the Baby Boomers (born 1946-1964), Generation Xers (1965-1977) and Millennials (1978 -1999). The clash of different work styles and attitudes between these generations is one of the most significant productivity challenges facing present employers. What are the needs, influences, aspirations and inspirations of the different generations in the workplace? And how do you design a workspace to satisfy everyone? Zoe Humphries, of the Steelcase Applied Research and Consultancy Group, will discuss the questions and, of course, the answers.

Steelcase

12.15pm – 1.00pm

The 'Homo Zappiens' Workplace: Strategic Weapon to Attract and Retain the 'txt' Generation?

We have never been so focused on winning the war for talent. But what do we really know about Homo Zappiens? What is this new generation of transformational workers telling us about their preferences and expectations? It is only by asking them, the Generation Y, that we may be able to understand how they want to work and what workplace we should deliver to attract and retain their talent. This session will provide fresh insights through the results of a global research project OXYGENZ (www.oxygenz.com) from Johnson Controls Global WorkPlace Innovation programme. Reporting on their findings from across Europe, the US and Asia, this session will reveal what Gen Y expects and how the workplace can become a weapon in the war for talent.

**GlobalWorkPlace
INNOVATION**
leading workplace futures

Session 2: 2.00pm - 5.45pm

2.00pm – 2.45pm

Planning your Future Workplace

As part of their Concept Office programme, the MBE KTN 'offices' team are conducting research to verify the direction in which the programme is going. This masterclass allows you to future gaze and imagine yourself occupying new premises and to discuss how it would be different from what you have now and how you would prioritise your needs.

Modern Built Environment

Knowledge Transfer Network

2.45pm – 3.30pm

Beating the Credit Crunch... Operating in an Economic Downturn

What does the CFO/FD want to see from the CRE team? In the current downturn, all occupiers are focusing more carefully on cost and tightening their belts. In the current budgeting and business planning round, how can occupiers manage real estate effectively to save cost and still support the changing needs of the business?



3.30pm - 4.00pm - Coffee Break

4.00pm – 5.45pm

Sustainability in the Workplace

a: What form will Tomorrow's Sustainable Office Take?

How can we learn from the European office? Sustainable thinking and legislation is driving the European office forward. Come and explore how other countries, as well as the UK, are reducing their carbon footprint and how this will have an impact on everything from the way people work to the actual physical form of buildings.

BDP.

b: Technology to Enable the Energy Efficient Building

Commercial buildings account for around 20% of global carbon emissions. Energy reduction is key to organisations improving their carbon footprint to comply with legislative requirements, as well as to fulfil corporate social responsibility, benefit from new business opportunities and minimise the impact of increasing energy costs. This Masterclass explores a strategy which will provide the greatest reductions in energy consumption at the least cost and incorporates innovative information technology solutions. This is based on research carried out by Building Sustainability Ltd for the recently published **UNWIRED Byte-sized guide to "Sustainability in the Workplace - Technology to Enable the Energy Efficient Building"**.



c: Talking About Carbon

This masterclass explores all areas from the classroom to the boardroom. What does the Carbon Footprint mean to today's younger generation? What does it mean to the workplace of today and the future?

t.a.c.
by Schneider Electric

5.45pm Ends

Our Venue



The British Library

The British Library is the national library of the United Kingdom and is one of the world's greatest libraries. It serves business and industry, researchers, academics and students, in the UK and worldwide.

Where is the World's Knowledge?

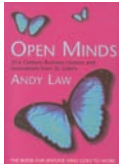
www.bl.uk

WorkTech08 London Conference

Tuesday 18th November, 9.00am - 5.00pm, The British Library

John will open the conference with a welcome address.

Matthew has edited Management Today for the last six years and during that time has won the coveted BSME Business Magazine Editor of the year on a record four occasions. During a fifteen year career, he has also written for the Sunday Times magazine, The Independent, The Telegraph, The Observer and GQ.



Andy is the UK's foremost innovator in the application of creativity to business. He founded the radical communications company St. Luke's in 1995 and two years later was voted Agency of the Year. He pioneered the concept of "Creative Company" in the UK and completely re-wrote the book on how creativity can be effectively delivered to business for bottom-line growth. Author of Open Minds: 21st Century Business Lessons, Andy will shed light on the link between physical space and behaviour of people.



Vito heads the real estate function for Telstra, Australia's leading telecommunications and information services company.



Tim is the vice president of Corporate Real Estate and Facilities for Oracle Corporation, EMEA. He is responsible for Oracle's real estate strategy and development and oversees

the management of approximately three million square feet in thirty-four countries. Tim and Vito will address the challenges of change and share some of his experiences relating to the paperless office, mobile and home working.



TurningPoint



Jeremy is Helen Hamlyn's Professor of Design at the Royal College of Art, London, where he also runs the InnovationRCA network for business. Jeremy will describe the

outcomes of an international research project looking at rethinking workspace for older people in the knowledge economy.



Eddie is an entrepreneur and founder of Pentacle The Virtual Business School. Amongst many things, he is the bloke behind the monetisation of MSN, the turnaround

of Rolls Royce Motor cars and invented the term 'virtual teams'. Described by FT and Business Life as 'The Eclectic Guru', a 'leading revolutionary' and 'agent provocateur'. Eddie will share his thoughts about what is revolutionising our workplace and why.

8.30am Delegate Registration

Host: John de Lucy
Head of Estates and Facilities, British Library
Chair: Matthew Gwyther
Editor, Management Today

9.10am Welcome

John de Lucy

9.15am Office Revolution

Robert Heller

10.00am Open Minds

Andy Law, The Law Firm

10.45am Coffee Break and Innovation Exhibition

FAST COMPANIES @ WORK

11.15am Seeing is Believing

Peter Ecsery-Merrens, Director, Cisco

11.45am Challenges of Change

Panel debate with Tim Caiger, Head of Property, Oracle and Vito Chiodo, Director of Property, Telstra

12.35pm Case Study: Google Zurich

Stefan Camenzind and Tanya Ruegg-Basheva, Partners, Camenzind Evolution

1.00pm Lunch and Innovations Exhibition

THE FOUR GENERATIONAL WORKPLACE

2.20pm Intervention Event

2.30pm Launch of the Welcoming Workplace Research

Jeremy Myerson, Director, Helen Hamlyn Centre at the Royal College of Art
Followed by panel discussion with Richard Evans, GlaxoSmithKline, David Dropkin, Buro Happold Engineers, Derek Hooper, CABE

3.35pm The Psychology of Sex: How Age and Gender will Reshape Work and the Workplace

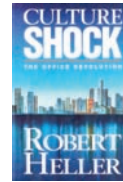
Adrian Furnham, University College of London

4.15pm People..ocity: Managing Teams and Collaboration at Work in an Age of Constant Change

Eddie Obeng, Professor, Pentacle The Virtual Business School

4.55pm Chairman's closing remarks

5.00pm Drinks Reception



Robert is Britain's best-selling author on business management. He has written over 50 books including the Naked Manager, was Business Editor of the Observer, founding editor of

Management Today and has worked for several of the world's largest companies. Robert wrote 'Culture Shock: The Office Revolution' in 1990 and predicted the upheaval in management opportunities and practice that would inevitably take place as digital technology continued its surge. Nearly twenty years on, he will reflect on the reality.



Peter is a Director at Cisco Systems and heads its IBSG consultancy group in the UK. He joined Cisco after a

career that has included Perot Systems and McKinsey & Co. Peter will look at the rise of video in business communications and discuss the implications of pervasive video for work and the workplace as we head to a world where virtualisation and computing in the cloud challenges the traditional roles of bricks and mortar.



Google's incredible workplace in Zurich was the brainchild of Stefan and Tanya the partners of Swiss architectural firm Camenzind Evolution. They will present a case study of the Google project, describing the innovation that Google's demand in tomorrow's internet workplace.



Adrian is among the most productive psychologists in the world. He has written over 700 scientific papers, 55 books, writes regularly for the Sunday Times and the Daily

Telegraph and regularly contributes to BBC radio and television. Like Noel Coward, he believes work is more fun than fun and considers himself to be a well-adjusted workaholic. Adrian will shed light on how age and gender will reshape work and the workplace.

Innovation Exhibition

Alongside the Worktech08 conference will be an innovation exhibition where companies will demonstrate new technologies, innovations and future visions. Zones will allow people to explore and experience new technology, furniture and accessories in an environment that is designed to stimulate new ideas and thinking.

Zone 1. Future Print Output and Electronic Document Management

Zone 2. Carbon Aversion and Real time 'Connected Buildings'



Zone 3. Workplace Innovation



Zone 4. Mobility and Connectivity



Central Zone



Our Audience

- Business & Strategy Executives
- Furniture Manufacturers
- Property Professionals
- IT Directors & Executives
- Facilities Managers
- Management Consultants
- Architects & Designers
- Academics & Researchers

Past WorkTech delegates include:

- Ahrend
- Gartmore Investment Management
- OFAS
- Alexi Marmot Associates
- GE Healthcare
- Orangebox
- Allen & Overy
- Glaxosmithkline
- Parkview International
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- Azzuri Communications
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- Plantronics
- Barclays
- Herman Miller
- PricewaterhouseCoopers
- BBC Property
- HLW International
- Pringle Brandon
- BDG Workfutures
- HP
- Prudential
- Berwin Leighton Paisner
- HSBC
- Psion Teklogix
- BIFM
- Improcom
- Royal College of Art
- Brighton University
- Interior Design Management
- Schrodgers
- BT
- Johnson Controls
- Scott Brownrigg
- Building Design Partnership
- Jones Lang Lasalle
- Siemens Facility Management
- Capita
- Kajima Design Europe
- SISK Contract Interiors
- Carey Jones Architects
- Kinnarps
- Stanhope
- CBI
- Lewis Silkin
- Swanke Hayden Connell
- Christian Aid
- M Moser Associates
- The Science Museum
- Citispace
- MacDonalds Restaurants
- Tilney Shane
- College of Estates Management
- Mackay & Partners
- Toshiba
- Cushman & Wakefield
- Michael Sparks Associates
- TSK Group
- DEGW
- Mitel
- Vitra
- Deutsche Bank
- Modus Group
- Vodaphone Group
- Edinburgh's Telford College
- Motorola
- Wellcome trust
- Environment Agency
- Nationwide Building Society
- Willis Group Services
- Environmental Monitoring Services
- NHSU
- Wordsearch Communications
- eOffice
- Norton Rose
- Workspace Office Solutions
- Friends Provident

What our Past Delegates said:

"Anyone involved in managing a building and getting the most from staff working within it will benefit from attending this event"

Peter Hawkins, HSBC

"Absolutely vital conference - a catalyst of change"

Ed Saunders, Cushman & Wakefield

"As usual WorkTech exceeded my expectations both as a thought provoking and networking opportunity"

Ronen Journo, Cisco Systems

"Extremely enlightening and exciting to realise the workplace of the future and how technologies will unlock new opportunities for how we will work"

Richard Hughes, Environment Agency



Charles Handy, one of the most respected authors and commentators on the future of work giving his presentation at WorkTech06.



Niklas Zennstrom, co-founder and CEO of Skype, addressing WorkTech05.



WorkTech North 2007 Panel Members. From left to right, Chris Kane BBC, Frank Duffy, DEGW, Clive Wilkinson CW Architects, Carla Picardi.

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