

WORKTECH™ 09 London

work • workplace • technology • innovation



MASTERCLASSES

CONFERENCE

INNOVATION EXHIBITION

MONDAY 23rd AND TUESDAY 24th NOVEMBER 2009
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Macquarie Group, Sydney, 1 Shelley Street

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

WorkTech09 is the 6th annual conference looking at implications of convergence between the worlds of technology, real estate, work and the workplace.

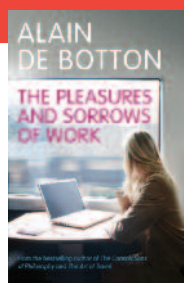
Join over 300 senior professionals from real estate, facilities, technology and executive management, architects, designers and other professional advisors.

LEADING GLOBAL SPEAKERS INCLUDE

KEYNOTE SPEAKER



Alain de Botton



- **Guy Holden**
VP and GM, Johnson Controls Global Workplace Solutions
- **Mark Dixon**
Founder & CEO, Regus
- **David Camp**
CEO, Stanhope
- **Roger Madelin**
Joint CEO, Argent
- **David Martin**
Founder of SMART Technologies
- **David Firth**
Author
- **Lesley Gavin**
Futurologist, BT
- **Philip Vanhoutte**
MD EMEA, Plantronics
- **Simon Ward**
Group Property Director, Barclays

CONFERENCE CHAIRS



Jeremy Myerson



Rory Cellan-Jones

GLOBAL CASE STUDIES

Macquarie Group, Sydney

Grant Baldwin, Project Director, Macquarie Group
Erik Veldhoen, Erik Veldhoen for Change,
Founder of Veldhoen + Co.

BBC Worldwide, London

Chris Kane, Head of Corporate Real Estate, BBC
Despina Katsikakis, DEG

Nokia, Beijing

Mark Tamburro, VP Workplace Resources, Nokia
John Sellery and Adam Mundy, M Moser

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DAY 1 MONDAY 23RD NOVEMBER

WORKTECH09 LONDON MASTERCLASSES

STREAM 1 - MAIN AUDITORIUM

1a 9.30am Digital Space – the British Library's future Digital Research Centre

The British Library is planning a new Digital Research Centre. The space will not only become the home for the Library's digital assets but will become a new concept in 'digital space' in its own right. Microsoft has been working with the Library to digitise its content and has been working on new interfaces including Surface, the interactive table that allows users to view and manipulate digital content. Clive Izard, head of creative services will present the project along with Nick McGrath, Microsoft's Director of Platform Strategy. Microsoft's Surface will be on display and the workshop will look at the future of digital, interactive surfaces and discuss digital content and digital flow.

LIBRARY
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1b 10.15am Future Workplace Landscapes RCA Helen Hamlyn Centre and Bene

Thomas Bene and Jeremy Myerson will present this masterclass on new ways of working in the knowledge economy. How will knowledge communities interact with technology and space to drive change? At the core of the masterclass will be a new set of typologies for knowledge workers, the result of an extensive new research study between Bene and the Helen Hamlyn Centre at the Royal College of Art, entitled 'Space for Thought'.



1c 11.00am The Empty Building

Launch of a new study between Cordless Consultants, Pringle Brandon and Turner & Townsend. As data centres and 'cloud' computing take off as concepts, almost all applications, data processing and data storage are predicted to migrate to the cloud. What will be left in buildings? A few thin clients, a robust wireless infrastructure – but not much else. This masterclass presents new research on the empty building and looks at the benefits for both occupiers and developers.



1d 11.45am Intelligent Efficiency: Intelligent Energy Management

With the introduction of the Carbon Reduction Bill in 2010 achieving significant energy savings through innovative room control systems has never been more important. Therefore, through more efficient and faster control over lighting, climate, security and AV functions - whether locally or remotely - can make real energy and cost savings. This masterclass will use case study examples to demonstrate how to create an efficient global network control for your resources.



12.30pm Lunch

1.30pm Transport to Haworth Showroom

HAWORTH®

2.00pm Activity Based Working – the Masterclass Macquarie Group's new Shelley Street building detailed case study Grant Baldwin, Macquarie Group. James Calder, Woods Bagot. Philip Ross, Cordless Consultants. Erik Veldhoen, Founder Veldhoen + Company

Activity Based Working (ABW) is changing the shape of workplace planning and represents the future for the workplace. Enabled by the latest mobile technologies such as 'fixed-mobile convergence', cloud computing and portable devices, it allows people freedom to choose their work settings, based on their need and activity. It also has huge implications for real estate and the workplace with early adopters achieving significant cost savings. Interpolis in Holland was one of the first global

examples of ABW. Now Macquarie Group has introduced ABW into their new Shelley Street building in Sydney, Australia. Grant Baldwin, Project Director at Macquarie, will present the vision, alongside some of the key project players: James Calder, Director of Workplace, Woods Bagot, Philip Ross, CEO, Cordless Group and Erik Veldhoen, Founder, Veldhoen + Partners. Hear how a new approach to ways of working has been introduced for over 3000 people, where everyone has adopted

mobility including traders. The masterclass will look at the concept of ABW, its benefits and the changes in physical space, technology and behaviours required for success. It will show the evolution of the Shelley Street building and present new benchmarks in environmental sustainability and workplace functionality.



5.00pm Drinks in Haworth

INVITATION ONLY DINNER
The John de Lucy Dinner – sponsored by Argent



STREAM 2 - MEETING ROOM

2a 9.30am Can a Global Ergonomics Programme become a reality?

Peter Bosson is to deliver this masterclass on ways to increase productivity and efficiency through good workstation ergonomics. It's a timely choice of topic as ergonomics is expected to shoot to the top of the news agenda very soon (following Barak Obama's pre-election commitment to make the health and safety of all workers a priority). The masterclass will focus upon the difficulties employees face ensuring their offices are compliant from region to region and from country to country. The Global Ergonomics Programme analyses the regional differences in recognised best practice and legislation to present a course of action that safeguards companies' employees.



2b 10.15am How to Manage Space Efficiently & Support "New Ways of Working"

A new organisational paradigm is emerging in organisations, based on smart working principles. It's driven by a combination of work environment changes, including greater use of IT, more flexible office layouts and greater autonomy & discretion for employees. What are the steps you need to take to maximise the benefits and how do you get everyone to buy into the process?

Jonathan Cutting will lead this masterclass which draws upon real case studies from Barclays and Hampshire County Council who have demonstrated how effective space management and technology have transformed their working environments.



2c 11.00am Social capital in the workplace

Sociologists, governments and residential developers continue to investigate the intangible qualities which turn a group of individuals into a community, and what benefits this 'social capital' can deliver. Today it is recognised that social capital is not only important at a civic level, but is a valuable asset within commercial organisations. Herman Miller has undertaken original research to better understand how the working environment can impact Social Capital in the Workplace.



2d 11.45am Network Rightsizing: How The Wireless Workplace Cuts Costs and Carbon

KPMG are in the process of moving into their new HQ outside Amsterdam. A 'blended edge' of wired and wireless network infrastructure has saved them \$2.75m IT costs in the first year alone – and at the same time reduced its carbon footprint and improved the organisations sustainability. Roger Hockaday will discuss the economics of network rightsizing with three real work examples including KPMG.



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DAY 2 TUESDAY 24TH NOVEMBER

WORKTECH09 LONDON CONFERENCE



At a time of economic uncertainty, the philosopher Alain de Botton raises some big questions about work: When does it feel meaningful? Are we exaggerating its role in our lives? What are its particular pleasures and sorrows?

He does so after spending 2 years observing a succession of individuals and companies at work, and he will recount some of his experiences and the conclusions he drew from them.



Chair: **Jeremy Myerson**
Director, Helen Hamlyn Centre at the Royal College of Art

8.30am Innovations Exhibition and Coffee

9.00am Conference opens

9.05am Welcome from our host: John de Lucy
Head of Estates and Facilities, The British Library

9.10am The Pleasures and Sorrows of Work
Alain de Botton

THE FUTURE OF WORK AND THE CITY

10.00am Mark Dixon
CEO and Founder, Regus

10.30am Into the Clouds: Workplace 2.0
Philip Ross, CEO, Cordless Group

11.00am Coffee Break

11.30am Where next for Work and the Workplace?
Expert Panel – Question Time
David Camp, Stanhope. Guy Holden, Johnson Controls Global WorkPlace Solutions. Simon Ward, Barclays. Neil Usher, Rio Tinto. Mark Dixon, Regus. Roger Madelin, Argent. Jack Pringle, Pringle Brandon.

THE WORKPLACE INNOVATORS

Global Case Studies

12.15pm Macquarie Group, Sydney
Grant Baldwin, Macquarie Group.
Erik Veldhoen, Founder Veldhoen + Co

12.45pm Nokia, Beijing
Mark Tamburro, VP Workplace Resources, Nokia
John Sellery and Adam Mundy, M Moser

1.15pm Lunch

2.15pm BBC Worldwide, London
Chris Kane, Head of Corporate Real Estate, BBC
Despina Katsikakis, Group Chairman, DEGW

SMARTER WORKING

Chair: **Rory Cellan-Jones**
BBC Technology Correspondent

2.45pm Opening remarks and Intervention Event
Rory Cellan-Jones, BBC Technology Correspondent

3 VISIONS OF THE FUTURE

3.00pm SMART Work
David Martin, Founder of SMART Technologies

3.30pm Work Topology: The New Space Canvas
Philip Vanhoutte, MD EMEA, Plantronics

4.00pm Spatial-ITy – how new technology will challenge the spaces we create
Lesley Gavin, Futurologist, BT

WHAT ABOUT THE PEOPLE?

4.30pm The Joy of Work
David Firth, Author

5.00pm Chairman's closing remarks

5.10pm Champagne Reception and Networking Party
Innovations Exhibition



Jeremy Myerson is Director of the Helen Hamlyn Centre at the Royal College of Art, London, where he holds the Helen Hamlyn Chair of Design and leads the InnovationRCA network for business. A leading academic, author and activist in workplace design, he has co-authored a trilogy of books with Philip Ross of Unwired. His latest book, *New Demographics New Workplace*, explores an ageing workforce in the knowledge economy and will be published by Gower in March 2010



Philip is CEO of The Cordless Group and an author and commentator on emerging technology and its impact on work and the workplace. He will look at the impact of the internet and web2.0 on work and place, presenting the concept of the 'empty building'; a near future vision where all applications and data is stored in 'the cloud' and the office building becomes empty, devoid of almost all technology except perhaps 'thin clients' and connectivity. This changes the need for cooling, power and voids, but also opens up a more fundamental debate about what our future buildings are for. The 'Facebook' workplace 2.0 will look very different...

Some of the biggest names in the worlds of property and workplace come together to discuss where next for work, the workplace and the city. Responding to the first three presentations, our panel will be interviewed by Jeremy Myerson in WorkTech's first Question Time...



Neil Usher,
General Manager
Group Property,
Rio Tinto



Mark Dixon,
CEO, Regus



Roger Madelin,
Joint CEO, Argent



Jack Pringle,
Founder,
Pringle Brandon



David Camp,
CEO, Stanhope



Guy Holden,
VP and GM, Johnson
Controls Global
WorkPlace Solutions



Simon Ward,
Group Property
Director, Barclays



Mark founded Regus in 1989 and has built the company into a global player with over 1000 centres in 76 countries. With over half a million customers around the world, Mark's business is at the forefront of the shift from fixed to flexible space as a reflection of new work styles and commercial realities. He will reflect on the global trends that his business mirrors as well as present the next incarnation of centre that will be located where people live as companies begin to embrace 'local working'.



Hear M Moser and Nokia show how Nokia is leading the way in the creation of radical mould-breaking working environments. Located on the outskirts of Beijing, Nokia's 829,350-sq.-ft. headquarters described as a "mini-town" supports Nokia's 2300+ staff daily work and lifestyle needs. It combines all the different operations previously scattered around downtown Beijing into one single building to foster collaboration and synergy among R&D, business units and manufacturing.



Despina will explore the future direction of work and the buildings that best support it; Chris will outline how the BBC has used its move to a new building as an enabler of significant business transformation. They will also show how space needs to encourage people to talk, to listen, to think, to walk about and to be engaged with their organisation.



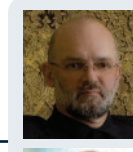
Rory Cellan-Jones has been a reporter for the BBC for more than two decades. He covers technology for television, radio and the BBC website. He also blogs regularly on "dot life", the BBC's popular technology blog, named recently as one of the Sunday Times Top 100 blogs, and is a prolific Twitterer.



David spearheaded the development of the first interactive whiteboard, and is the named inventor on several U.S. patents and applications pending around the world. As executive chairman and co-founder of SMART Technologies, David is responsible for the strategic direction of the company and the development of corporate alliances and partnerships. He is recognised worldwide as an expert in distance collaboration and is the author of many articles and papers on the subject of working and learning at a distance.



David will address the subject of happiness at work in a presentation entitled 'From Making a Living to Creating a Life'. We are continually updating our ideas on what - good looks like: learning approaches, leadership, process design, workspace, teamwork etc. But the one area that has never been updated is our conception of what work is, what it's for and what it could be in our lives. Ultimately this produces too many workplaces which are frustrating and constraining - and are far from being as great as they could be.



Australia's leading investment advisory and financial services firm, Macquarie, acquired the lease for a new ten-storey 330,000sq ft office building. Working with Erik Veldhoen and other global consultants, Macquarie has used the opportunity to fundamentally re-think its ways of working as well as interaction with its clients and public. Grant Baldwin, Project Director and Erik will describe the journey that led to the adoption of Activity Based Working and the extensive change management process.



Philip Vanhoutte is Managing Director of Plantronics EMEA, the world leader in headsets and has focused his entire career on personal and now wearable technologies. With two decades of mobile telephony and over 10 years of wireless data networking, many organisations and professionals have experimented working 'elsewhere'. Philip will reveal the findings of a fresh study into flexible and working practices for information workers in a cross-section of UK based organisations. It calls for a new discipline of work topology and geography that gets to the bottom of information work behaviours whilst leveraging individual personas.



Lesley is BT Groups' chief Futurologist. She has been researching how space is changing as a result of new technology and will present her visions for how new technology is challenging our current approach to design, experiences and behaviours.

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INNOVATION EXHIBITION

Alongside the WorkTech09 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 SMARTER WORKING

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HAWORTH®

ZONE 2

Cordless Consultants

INTEGRATED

colebrook bossonsaunders

Condeco bene

KONFTEL

ZONE 3

Royal College of Art

innovationrca

ZONE 4

Building Sustainability

PLANTRONICS
SOUND INNOVATION

Herman Miller

ARUBA
networks

CRESTRON

CENTRAL ZONE

BLACKWELL
THE KNOWLEDGE RETAILER

PROOFF

OUR VENUE



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

OUR AUDIENCE

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

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- PricewaterhouseCoopers
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- TSK Group
- Unilever
- University of Cambridge
- Vitra
- Vodafone Group
- Wellcome trust
- Willis Group Services

WHAT OUR PAST DELEGATES SAID

"Some fabulous and thought provoking speakers that are challenging our world"

Nigel Bunclark, Barclays

"Great ideas about how to look at the workplace in a different way"

Nigel Blackwood, Wragge & Co

"Philosophical thinking about work, where we're heading – future scoping – and the magic of technology"

Bridget Hardy, OGC

"A great opportunity to understand current and future workplace developments"

Steve Oliver, Elementus

"An excellent insight into tomorrow's workplace today"

Phil Hutchinson, BDG Work Futures

"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



Harry Hui, Chief Marketing Officer, PepsiCo speaking at WorkTech08 Shanghai



Chris Coleman, Director of Global Real Estate, Google speaking at WorkTech09 New York



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.

RESERVATION FORM

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WorkTech09 London. Day 1: Masterclasses (Morning and afternoon sessions)	£149	£22.35	£171.35		
WorkTech09 London. Day 2: Conference, Exhibition & Networking Party	£499	£74.85	£573.85		
WorkTech09 London. Day 1 & 2.	£648	£97.20	£745.20		
TOTAL					

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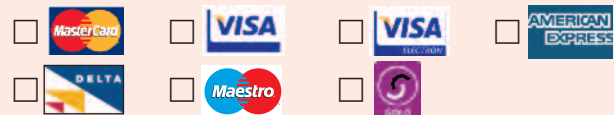
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