

# WORKTECH™ 10 London

work • workplace • technology • innovation



helen  
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centre

MASTERCLASSES CONFERENCE INNOVATION EXHIBITION

MONDAY 15<sup>th</sup> AND TUESDAY 16<sup>th</sup> NOVEMBER 2010  
THE BRITISH LIBRARY, LONDON

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

WorkTech10 is the 7<sup>th</sup> 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

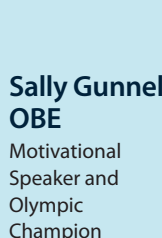
### KEYNOTE SPEAKERS



Edward de Bono, Author



Charles Leadbeater, Author



Sally Gunnell  
OBE  
Motivational  
Speaker and  
Olympic  
Champion

### CONFERENCE CHAIR



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

- **Sir Christopher Fraying**  
Ex Chairman of Arts Council and  
Governor of British Film Institute
- **Dave Coplin**  
National Technology Officer, Microsoft
- **Paul Harrington**  
Head of Property, PwC
- **Ziona Strelitz**  
Founder Director, ZZA
- **Philip Ross**  
CEO, Unwired & Cordless Group
- **Ralf Osswald & Julia Duggan**  
Ernst & Young
- **Alistair Young**  
Head of Property Europe, KPMG
- **Anne Lise Kjaer**  
Futurist, Kjaer Global
- **Prof Michael Hulme**  
Director, Social Futures Observatory,  
Lancaster University
- **Dr William Fawcett**  
Department of Architecture,  
Cambridge University

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### Growing Knowledge: the Evolution of Research

Tours of this new exhibition exploring the value of new types of research space and new digital research technologies will take place throughout the afternoon on the 15<sup>th</sup>, led by Clive Izzard, Head of Creative Services at the British Library, and the exhibition's Creative Director. The exhibition is also open on the 16<sup>th</sup>.



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# DAY 1 MONDAY 15TH NOVEMBER

## WORKTECH10 LONDON MASTERCLASSES

### STREAM 1 - MAIN AUDITORIUM

1.30pm Registrations and refreshments

#### 2.00pm O2 Case Study: Integrating technology and dynamic working at Telefonica O2 UK Ltd

tp bennett have been working with Telefonica O2 UK in consolidating their west London buildings into one campus. Bringing together various business units and departments creating a new cultural home. It was achieved through utilising flexible working throughout and collaborative spaces for working in a mixture of settings. Technology has been a key enabler in making the new workplace happen. This masterclass explores the process the team went through to identify and evaluate the technology incorporated into the design.

Alan Parkin, Senior Project Manager, Network Programmes, Telefonica O2

Farrol Goldblatt, Director of Workplace Strategy, tp bennett

tp bennett



#### 2.40pm The future of the collaborative work space

The presentation covers the changing nature of work and the workplace with a special focus on the use of collaborative technologies in the work place (including case studies). As travel congestion and sustainability continue to grow as an issue, alternative technologies bring people together across distance. This masterclass looks at some solutions for collaboration between distributed teams.

Samantha Baker and Tim Price-Walker, SMART Technologies



### STREAM 2 - MEETING ROOM

#### 2.00pm Living Library: settings for access and sharing in the knowledge economy

What clues might the academic library hold for the corporate workplace? In an increasingly challenging world, knowledge is seen as a critical factor for success and companies are looking at ways to build and share knowledge as they strive to become learning organisations. Academic workspace is changing too. This masterclass will discuss the relevance of the library as a potential model for the knowledge workplace and present new knowledge settings developed during a research study between Haworth and the Helen Hamlyn Centre at the Royal College of Art, entitled 'Living Libraries'.

Francois Brounais, Haworth and Catherine Greene, Research Associate, Helen Hamlyn Centre, Royal College of Art



#### 2.40pm Johnson Controls: Intelligent Buildings: fad or fact?

Can a building really be intelligent? Where does the workplace end and the building begin? We discuss the latest thinking on how workplace, buildings and technology are aligning to help organisations be more efficient, effective and sustainable.

Tim Allen, Director Consulting EMEA and Richard Power, Director Consulting EMEA, Global WorkPlace Solutions, Johnson Controls



#### 3.20pm The wireless enterprise – turning the dream into reality – a practical workshop and demonstration

Meru networks from the USA enables the wireless enterprise – data, voice and video over wireless LAN – at blistering speeds equivalent to cabled environments. At long last a wireless office can become a reality. In this hands on masterclass you will be able to see people streaming video to 30 laptops simultaneously, making phone calls through softphones, Apple iTouch, iPhone and iPads connected to new applications. The masterclass reviews emerging technologies for wireless work and also covers some emerging solutions for distributed teams and remote connectivity such as Riverbed and future 4G networks.

Jason Green, MD of Building Zones with Meru Networks



#### 3.20pm Tracking Actual Vs Planned Space Utilization – Keys to Effective Management of Corporate Real Estate

With real estate typically an organisation's second-largest expense after payroll, doesn't it make sense to know how that real estate is being used? Join PeopleCube as they explore innovative methods for capturing actual versus planned space utilization and how this information can help maximize organization efficiency while reducing real estate costs and their carbon footprint.

Sean Mulvey, Vice President, PeopleCube



### 4.00pm Coffee Break

#### 4.20pm Plantronics Case Study: Leesman workspace satisfaction sets agenda for smarter working

After three years of fascination with Work Topology, Plantronics has just completed the first Leesman WorkSpace satisfaction audit. In its quest to implement best practice of Smarter Working, Plantronics will be sharing the case studies of its contact centre and mobile workforce applying Unified Comms and Collaboration with emphasis on Acoustic Intelligence. We will also be sharing how it now has its associates 'vote' for the next stage of space empowerment...

Philip Vanhoutte, MD Plantronics EMEA, Tim Oldman, CEO, Leesman Index



#### 4.20pm Making Technology Work for Older People

New communication technology has flooded our lives – at home, in the office and on the move. This session will outline some key trends in the way we relate to technology, with particular focus on older people. Some myths about ageing and digital devices will be explored and design case studies drawn from work done with major technology companies such as Research In Motion, Samsung and Nokia. These will outline the benefits of involving end users in the design process to create more innovative solutions and present the older consumer as an opportunity, rather than an obstacle.

Rama Gheerawo, Deputy Director, Helen Hamlyn Centre, Royal College of Art



#### 5.00pm Future Lighting Technology for the Workplace with Philips Smart Energy Management System

This masterclass will focus on how workplace can benefit from real savings through 'smart energy'. Philips's smart energy management system focusses on controlling consumption. It is based on REAL-TIME insight generated per electrical appliance, making all electrical appliances part of an integrated network and remote management of scheduling and control by Philips.

Peter de Bie, CEO, Philips Smart Energy



#### 5.00pm Why Most Change Initiatives Fail ... and what you can do to increase your chances of success.

We live in a complex and less certain world. The world of work and the world of workplace are changing dramatically. Once the changing workplace was all about space – now it is all about people. In this 'hands on' workshop we will discuss the changing nature of work and why logical and well meaning attempts to change workplaces are so often less successful than they should or could be. Every participant should leave with practical ideas about how to improve their success - through improved engagement with leadership and the broader organisation, a better understanding of how to measure the impact of workspace on business performance and how to build compelling business cases for change.

Peter Andrew, Director of Strategy, DEGW UK



### 5.40pm Masterclasses close

#### TOUR - Growing Knowledge: the Evolution of Research

Research is changing as digital tools become ever more powerful and new types of research spaces emerge, but what does this mean for a library and the process of research? This fully digital exhibition aims to explore and understand the value of digital technologies and technology-rich spaces in supporting academic and other researchers. During the afternoon, delegates will have the opportunity to visit this exhibition in place of one of the masterclass sessions. More information about the exhibit can be found at [www.bl.uk/growingknowledge](http://www.bl.uk/growingknowledge)



6.30pm **INVITATION ONLY DINNER.** The John de Lucy Dinner Hosted by Argent at the German Gymnasium and sponsored by Regus



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# DAY 2 TUESDAY 16TH NOVEMBER

## WORKTECH10 LONDON CONFERENCE PROGRAMME



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. 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 Work Space*, was published earlier this year and explores an ageing workforce in the knowledge economy.



Author (and originator of the concept) of 'Lateral Thinking', *Six Thinking Hats*, *The Mechanism of the Mind* and *The Happiness Purpose* Edward de Bono is one of the world's most renowned management thinkers and authors.



Charles is an author and leading authority on innovation and creativity. His latest book, *We-think: the power of mass creativity*, charts the rise of mass, participative approaches to innovation from science and open source software, to computer games and political campaigning. Charles will explore the concept of creative thinking...

Microsoft explored the role and relevance of organisations in a future defined by economic uncertainty, changing workforce demographics, globalisation and rapid developments in social and business technologies. Microsoft brought together experts in the fields of social change, technology and organisational structure in the public and private sectors to build up a picture of a 'hybrid organisation' one that is flexible, nimble and encourages individuals with a variety of backgrounds and approaches to work together to ensure organisational success.



**social futures observatory** Prof Michael Hulme, Director, Social Futures Observatory, Lancaster University will draw a parallel between the baby boomers and Generation Y or Digital Natives and examine the link between widespread cultural/social change, the growth of technology led communication media and question if this is inevitably leading to a decade or so of turbulence similar to the 60s-70s.



**Microsoft** Dave Coplin, National Technology Officer, Microsoft will talk about how a new breed of 'hybrid organisations' that will emerge as the success stories of the 21st century. Those organisations failing to alter their behaviour in the short term will become constrained by their inability to respond to change, finding it difficult to recruit talent and lose longer-term market share as more agile organisations spot and exploit market opportunities.



**Cordless Group** Philip Ross, CEO of Unwork and Cordless Group, will look at the structure of work and the work/places for hybrid organizations, focusing on the idea of activity based working enabled by a range of new concepts, from permeated presence to unified communications and collaboration (UCC). He will look at the need to respond to external forces that will reshape how and where work is done.



**UNIVERSITY OF CAMBRIDGE** As the focus of workspace management shifts from utilisation to interaction, we need new models to explain how space and behaviour can generate increasing opportunities for person-to-person contacts. William will present new research that quantifies the relationship between activities and the buildings they occupy, the amount and type of space that is used by given activities.



In this talk Anne Lise Kjaer addresses the need for viewing your future employee as a dynamic part of your business growth by engaging and inspiring them. The empathic leader relates and connects with people for the purpose of empowering people's lives. This is best done by engaging a wholebrain vision and offering an emotional stimulating environment.



Sir Christopher was Chairman of Arts Council England from 2005 until January 2010 and a trustee of the Victoria and Albert Museum. He was a governor of the British Film Institute in the 1980s and is passionate about film. Who better to take us on a journey to look at workplace in the movies....

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

**Host** **John de Lucy**  
Head of Estates and Facilities, British Library

**Poet** **Matt Harvey**  
Poet, columnist, enemy of all that's difficult and upsetting

**8.30am** **Registration & refreshments**

**9.00am** **Chairman's opening remarks**

### KEYNOTES

**9.10am** **What colour is your hat?**  
Edward de Bono, Author

**9.50am** **Think!**  
Charles Leadbeater, Author

**10.30am** **Tea and coffee**

### THE HYBRID ORGANISATION

**10.50am** **The Hybrid Organisation**  
Prof Michael Hulme, Director, Social Futures Observatory, Lancaster University  
Dave Coplin, National Technology Officer, Microsoft  
Philip Ross, CEO of Unwork and Cordless Group,

### WORKPLACE INNOVATION

**11.40am** **Focus: The Future Professional Services Workplace**  
Alastair Young, Head of Property Europe, KPMG  
Paul Harrington, Head of Property, PwC  
Ralf Osswald and Julia Duggan, Ernst & Young

**12.30pm** **CBRE - The Future of the World of Work**  
Lenny Beaudoin and Ben Munn,  
Leaders of Global Workplace Strategies, CB Richard Ellis.

**1.00pm** **Lunch**

**2.00pm** **Matt Harvey**

**2.05pm** **Turning Point voting**  
New Demographics, New Workstyle  
audience feedback



### PEOPLE AND SPACE

**2.20pm** **Liveable Lives: addressing dysfunction in 21st century work**  
Ziona Strelitz, Founder Director, ZZA

**2.40pm** **Activity-Space Research – Case Study**  
Dr William Fawcett, Cambridge University  
Department of Architecture

**3.00pm** **Tomorrow's People and Meaningful Consumption**  
Anne Lise Kjaer, Futurist, Kjaer Global

**3.20pm** **Q&A: People vs Place & Space**

**3.40pm** **Tea and coffee**

**4.00pm** **Health & Wellbeing in the Workplace**  
Sally Gunnell OBE, Olympic Champion

**4.30pm** **Workplace in transition – a panel debate: Shelley Street one year on**  
Grant Baldwin, Division Director, Business Services, Macquarie. Joined by other workplace professionals

**5.00pm** **Workplace in the Movies**  
Sir Christopher Frayling, Author

**5.40pm** **Chairman's closing remarks**

**5.45pm** **Close**

**Drinks Party**



Matt's way with words has taken him from Totnes to the All England Lawn Tennis and Croquet Club via Radio 4's Saturday Live, the Edinburgh Festival and the Work section of the Guardian. His latest book, *Where Earwigs Dare*, contains a choice selection of his Work poems alongside celebratory verses on vegetables and vagueness; insects and alcohol; pain relief, petty theft and public nudity.



**KPMG: Project Gold**  
Alastair Young, Head of Property Europe

The move to 15 Canada Square, London. Alastair will share how they are delivering on a corporate property solution in challenging times; and discuss the need to engage with Workplace stakeholders at an early stage to benefit occupational cost and time.



**PwC: More London**  
Paul Harrington Head of Property

Paul will outline how PwC are shaping a new vision for More London.



**ERNST & YOUNG** Ernst & Young: Cube  
Ralf Osswald and Julia Duggan

Ralf and Julia will share their learning in the development of the CUBE – E&Y's new innovative meeting space that uses leading interactive technology and supporting methodologies to deliver a unique and energising experience

By connecting people across accounts, service lines and sectors, the Cube enables collaboration and knowledge exchange with clients to understand their needs and issues and leverage Ernst & Young's global experience and insight.



All the technical advances and developments of workplace strategies will not materially impact the way in which the real estate market supplies product.

A bold, ignorant assumption or a prudent observation? This session will debate the future of the world of work in the context of market trends and insight from our global network of advisors and client base.



'Liveable lives' alerts Human Resources and Corporate Real Estate professionals to the challenges employees face in managing their commitments – magnified when long commutes are involved. While (even gleaming!) centralized office 'palaces' might seem to cater for workers' every need, they frequently frustrate sustainable living and working. Drawing from the wealth of confidential interviews through ZZA's empirical workplace research, Ziona's case-based predicaments highlight the many reasons why businesses and employees need work arenas other than home and the office – to meet the increasingly vocal agenda for sustainability, wellbeing and productivity.



Sally will talk about the value to companies of encouraging health and wellbeing in the workplace. She'll look at the issues of time management, dealing with stress and pressure and how the workplace can help staff help themselves through wellness programmes, support and advice. She will talk about the benefits of healthy living and the positive effect that this has on performance, morale and productivity.

## INNOVATION EXHIBITION

Alongside the WorkTech10 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.

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## OUR VENUE



### The British Library, London

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](http://www.bl.uk)

## OUR AUDIENCE

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

## WHAT OUR PAST DELEGATES SAID

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

Steve Oliver, Elementus

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

Ronen Journo, Cisco Systems

*"An excellent insight into tomorrow's workplace today"*

Phil Hutchinson, BDG Work Futures

*"Like being evangelized, mind converting"*

Nigel Scott Williams, Vitra

*"Excellent collective view of some of the 'wicked problems' we all face and how some organisations are facing the challenge"*

Bethany Davis, Nokia

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

Bridget Hardy, OGC

## PAST WORKTECH DELEGATES INCLUDE

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- Nationwide Building Society
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	Price per delegate	VAT per delegate	Total Cost per delegate	Number of delegates	Total Cost
WorkTech10 London. Day 1: Masterclasses	£149	£26.08	£175.08		
WorkTech10 London. Day 2: Conference, Exhibition & Networking Party	£549	£96.08	£645.08		
WorkTech10 London. Day 1 & 2.	£698	£122.15	£820.15		
<b>TOTAL</b>					

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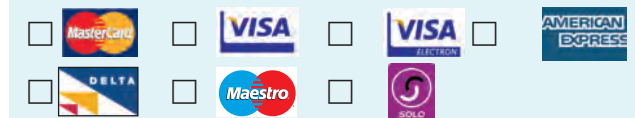
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