

# WORKTECH™ 10 New York

work • workplace • technology • innovation



innovationrca

WEDNESDAY 19TH MAY 2010, THE TIME AND LIFE BUILDING, ROCKEFELLER CENTER

THEMES

- SMARTER CITIES
- SMARTER WORKPLACES



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 New York will look at the implications of convergence between the worlds of technology, real estate, work and workplace.

Join senior professionals from real estate, facilities, technology and executive management, architecture, design and other professional advisors.

LEADING GLOBAL SPEAKERS INCLUDE

## KEYNOTE SPEAKERS



**Bill Moggridge**  
Founder IDEO and  
Director Cooper Hewitt



**David Owen**  
Staff Writer, The New  
Yorker, Author, Green  
Metropolis

- Peter Miscovich**  
Managing Director Corporate Solutions,  
Jones Lang LaSalle
- Florence Hudson**  
Energy & Environment Executive,  
IBM Corporate Strategy
- Andrew Laing**  
Managing Director, DEGW
- Philip Ross**  
CEO, Cordless Group
- Ian Sands**  
Director of Envisioning, Microsoft
- Erica Chapman**  
Director of Corporate Real Estate, Adidas
- Marie Puybaraud**  
Global WorkPlace Innovation,  
Johnson Controls Inc
- Jennifer Magnolfi**  
Programmable Environments,  
Herman Miller

## GLOBAL WORKPLACE CASE STUDIES

### Nokia, Beijing

Bethany Davis-Swanson, Director,  
Concepts & Strategy, Nokia

### MerckSpace USA

Kathryn Gibbs, Director,  
Strategy & Portfolio Analysis, Merck  
Terry Van Ness, Director, Workplace  
Innovation, Merck

### Gardiner & Theobald, London

Katrina Kostic Samen, Partner, KKS Strategy LLP

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# WORKTECH10 NEW YORK CONFERENCE SCHEDULE



Jeremy Myerson is Director of the Helen Hamlyn Centre at the Royal College of Art, London. A leading academic, author and activist in workplace design.

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

**9.00am** **Welcome from our chair**

**9.05am** **Interacting in Physical and Virtual Space**  
Bill Moggridge, Director Cooper Hewitt & Founder of IDEO

**9.35am** **Why Downtown is greener than Vermont**  
David Owen Writer the New Yorker and author Green Metropolis

## SMARTER CITIES

**10.05am** **Smarter Planet Solutions**  
Florence Hudson, Energy & Environment Executive, IBM Corporate Strategy

**10.25am** **City as Workspace**  
Andrew Laing, Managing Director, DEGW

**10.45am** **Coffee Break**

**11.15am** **Workplace + Mobility = Sustainability**  
Peter Miscovich, Managing Director Corporate Solutions, Jones Lang LaSalle

**11.35am** **Launch of Microsoft Envisioning Lab**  
Ian Sands, Director of Envisioning, Microsoft.  
Jennifer Magnolfi, Programmable Environments, Herman Miller

**12.05am** **Expert Panel – Question Time**  
Florence Hudson, IBM. Andrew Laing, DEGW.  
Peter Miscovich, Jones Lang LaSalle. Ian Sands, Microsoft  
Jennifer Magnolfi, Herman Miller

**12.35pm** **Lunch**

## SMARTER WORKPLACES

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**1.35pm** **USGBC World Headquarters**  
Sean Maguire, Vice President, Strategic Initiatives, Convia

**1.55pm** **Nokia, Beijing**  
Bethany Davis Swanson, Director, Concepts & Strategy, Nokia  
Adam Mundy, Design Director, M Moser

**2.15pm** **Gardiner & Theobald, London**  
Katrina Kostic Samen, Partner, KKS Strategy LLP

**2.35pm** **MerckSpace**  
Kathryn Gibbs, Director, Strategy & Portfolio Analysis, Merck  
Terry Van Ness, Director, Workplace Innovation, Merck

**2.55pm** **Smarter Workplace Expert Panel – Question Time**  
Bethany Davis-Swanson, Nokia. Erica Chapman, adidas Group.  
Kathryn Gibbs, Merck. Katrina Kostic Samen, KKS Strategy LLP

**3.40pm** **Coffee Break**

**4.10pm** **Oxygenz**  
Marie Puybaraud, Global WorkPlace Innovation, Johnson Controls Inc

**4.30pm** **Fit for business? Six Pack for Agility @ Work**  
Philip Ross, CEO, Cordless Group.  
John Hampton, Vice President of Enterprise Solutions, Regus

**4.50pm** **'I Wish I Worked There'**  
A look inside the most creative spaces in business  
Kursty Groves, Author

**5.10pm** **Closing remarks**

**Drinks reception**



Digital technology is everywhere and everyone is connected to everyone else. How are human interactions adjusting to the information revolution? What is happening to work habits and the workplace? Bill will try to answer some of these questions, drawing on the material from his book "Designing Interactions" and the research for his new book "Designing Media."



Is New York the greenest city on the planet? Density – moving people and destinations closer together - has a crucial role in greening our towns and cities. In New York, as in London, walking is still a primary method of transport. How does distributed working impact our thinking on the future of 'green' cities.



Dr Andrew Laing will explore how the technologies that enable mobile and distributed ways of working are re-defining the 'workspace' of the city. Co-working and third party spaces are re-defining the role of cities in supporting creative alternatives to the under-utilized office.



This presentation features the design collaboration between the Envisioning Team at Microsoft and the Programmable Environments Initiative at Herman Miller around the build-out of the Envisioning Lab. This partnership is grounded on the shared vision that, in the future, digital technology will converge with our built spaces, resulting in increased productivity for the inhabitants and improved adaptability and sustainability in the environment. The lab facility is part of the Microsoft Executive Briefing Center in Redmond, and is designed to be a place for Microsoft to share its vision for future of productivity with its most strategic customers



Gardiner & Theobald appointed KKS Strategy LLP to create a global headquarters for their 500 strong London team. The new site epitomizes a more relaxed, collegiate, and younger feel, yet provides a professional and integrated environment for both clients and staff.



New research from Johnson Controls Global WorkPlace Innovation (GWi) shows that 18-25 year olds view the office as an extension of their home life, impacting the demands on employers requiring leading talent to stay competitive. Marie will discuss how the workplace can directly support and influence Generation Y



Philip and John will discuss six trends that are reshaping work. They comprise the key overheads of a business, but also the drivers of change that no company can ignore if it is to get into shape as the world emerges from recession. The corporate 'six pack' - is based on a new set of assumptions and an understanding of new opportunities.



The world and many of the things in it are becoming more instrumented, more interconnected, and more intelligent. The intelligence generated can help people, machines, systems, even buildings make smarter decisions. We will discuss how together we can build a Smarter Planet, including the solutions and results we have today, cloud computing, and innovations we can expect in the future.



Peter J. Miscovich will discuss how technology advances within the next few years will allow mobile knowledge workers to become much less "location dependent" as these workers will become "mobile and digital electronic nomads." Workplace + Mobility = Sustainability



Best Practices in Energy for High Performance Buildings. The

USGBC recently moved into their new Washington DC based World Headquarters. This presentation will focus on the best practices the USGBC implemented throughout their facility to reduce energy use by over 50% below ASHRAE 90.1 standards.



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.



Merck is a global, multi-cultural company with real estate holdings throughout the world. Kathryn and

Terry will discuss how mastering the skills of collaboration and teamwork in a virtual world are essential to the successful management of a global portfolio.



Kursty shares highlights from her book that goes behind-the-scenes of some of the world's most famous brands, revealing their use of the physical environment to foster and support a culture of innovation. The stories told and insights unearthed about the realities of working environments – long after the designers and architects have left – forms a platform for future considerations from a human perspective.

## INNOVATION EXHIBITION

Alongside the WorkTech10 New York conference will be an innovation exhibition where companies will demonstrate new technologies, innovations and future visions.

People will be able to explore and experience new technology, furniture and accessories in an environment that is designed to stimulate new ideas and thinking.

### OUR VENUE



**The Time and Life Building**, located at 1271 Avenue of Americas (6th Avenue) in the Rockefeller Center in New York. It opened in 1959 and was designed by the Rockefeller family's architect Wallace Harrison, of Harrison, Abramovitz and Harris. At the time of its completion, the building's 48 floors of 2,600 m<sup>2</sup> were the largest in the world.

### OUR AUDIENCE

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

### PAST WORKTECH DELEGATES INCLUDE

- 3.com
- Accenture
- Addleshaw Goddard
- Allen & Overy
- Aviva
- Bank of America
- Barclays
- BBC
- Berwin Leighton Paisner
- Bloomberg
- BP
- BSkyB
- BT
- Cable & Wireless
- Capita
- Capital One
- Cisco
- Citi Group
- Clifford Chance
- Cushman & Wakefield
- DEGW
- Deutsche Bank
- Environment Agency
- Ernst & Young
- Gartmore Investment Management
- GE Healthcare
- Glaxosmithkline
- Google
- Guardian
- GVA Grimley
- HBOS
- Herman Miller
- HLW International
- HP
- HSBC
- Johnson Controls
- Jones Lang Lasalle
- KPMG
- Linklaters
- M Moser Associates
- Macquarie
- McDonalds Restaurants
- Microsoft
- Morgan Stanley
- Motorola
- National Australia Bank
- Norton Rose
- Pfizer
- Phillips
- Plantronics
- PricewaterhouseCoopers
- Prudential
- Schroders
- Siemens
- Stanhope
- Sun Microsystems
- Swanke Hayden Connell
- Toshiba
- Unilever
- Vitra
- Vodafone Group
- Wellcome trust

## WHAT OUR PAST DELEGATES SAID

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

Bethany Davis, Nokia

*"Great information for building a business case for change"*

John Hardiman, Boehringer Ingelheim

*"WT09 was an incredibly educational day, rich with valuable information"*

Kelly Ennis, Francis Cauffman

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

Ronen Journo, Cisco Systems

*"Like being evangelized, mind converting"*

Nigel Scott Williams, Vitra

*"A focused snapshot on the future of workplace"*

David Weinberg, M Moser

*"Amazing blend of theoretical workplace design alongside practical presentation of implemented projects"*

Anthony Alizzi, MD, DTCC

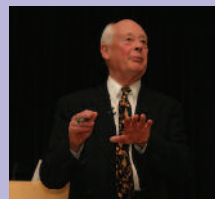
## PAST WORKTECH SPEAKERS INCLUDE



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.

