

WORKTECH™ 10 North

work • workplace • technology • innovation



13TH & 14TH SEPTEMBER 2010, THE LOWRY, SALFORD QUAYS, GREATER MANCHESTER



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 North is the 3rd annual conference looking at implications of convergence between the worlds of technology, real estate, work and the workplace.

Join over 150 senior professionals from real estate, facilities, technology and executive management, architects, designers and other professional advisors.

LEADING SPEAKERS INCLUDE

KEYNOTE SPEAKERS



Mark Harrison
Head of Production,
BBC North



Alan Bainbridge
Portfolio Director, BBC

CONFERENCE CHAIR



Michael Taylor
Editor, Business Insider

- **Sinead Greenaway**
CEO, Peel Media
- **Garry Gordon**
Head of Property, British Council
- **Julian Lipscombe**
Director, Bennetts Associates
- **Chris Farrow**
CEO, Central Salford Urban Regeneration Company
- **Dr Adrian Woolard**
Project Lead, R&D North, BBC
- **Ian Miles**
Professor of Technological Innovation and Social Change, Manchester Business School
- **Chris Kane**
Head of Workplace, BBC
- **Tony Bray**
Partner, Cushman & Wakefield

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OUR VENUE



The Lowry, Salford Quays, Greater Manchester

The Lowry is an architectural flagship with a unique and dynamic identity. Rising from the regenerated docklands, it is a welcoming building, designed to reflect the surrounding landscapes and flourishing waterways, in its glass and metallic surfaces.

www.thelowry.com

OUR AUDIENCE

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

WHAT OUR PAST DELEGATES SAID

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

Steve Oliver, Elementus

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

Nigel Bunclark, Barclays

"An excellent insight into tomorrow's workplace today"

Phil Hutchinson, BDG Work Futures

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

Nigel Blackwood, Wragge & Co

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

Ronen Journo, Cisco Systems

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

Bridget Hardy, OGC

PAST WORKTECH DELEGATES INCLUDE

- 3.com
- Addleshaw Goddard
- Alexi Marmot Associates
- Allen & Overy
- Aviva
- Bank of Scotland
- Barclays
- BBC
- BBC Property
- Berwin Leighton Paisner
- BP
- BSkyB
- BT
- Capital One
- Cisco
- Clifford Chance
- Deutsche Bank
- Environment Agency
- Ernst & Young
- GE Healthcare
- Glaxosmithkline
- Grosvenor Estates
- Guardian
- HBOS
- HP
- HSBC
- ITV
- KPMG
- Lewis Silkin
- Morgan Stanley
- Motorola
- National Australia Bank
- Nationwide Building Society
- Phillips
- PricewaterhouseCoopers
- Prudential
- Siemens
- Sun Microsystems
- Toshiba
- Unilever
- Vodafone Group
- Wellcome trust

DAY 1 - MONDAY 13TH SEPTEMBER

WORKTECH 10 NORTH MASTERCLASS SCHEDULE

Registration and refreshments from 1:00pm

1:30pm Masterclass 1 The added value of workplace ergonomics

Hear the latest thinking on the correct set up for the office workstation to provide an ergonomically healthy, comfortable and productive working environment.

Lillian Antonio, Ergonomist,
Product Management Team, Herman Miller



2:10pm Masterclass 2 Measuring the benefits of workplace change

Are we really able to measure the benefits of workplace change? How do we make connections between what we do and what's achieved? Is productivity improvement measurement to remain out of reach?"

Tim Allen, Director, Global WorkPlace Solutions, Johnson Controls



2:50pm Coffee

3:10pm Masterclass 3 The MediaCityUK FM delivery model

The MediaCityUK FM delivery model was created using best practice operations from around the world. Manufacturing techniques ensured the process flow was quick and flawless; this was matched to a bespoke model for delivery of customer excellence to ensure the very best customer experience. Most of all this model was not developed for the users but for the future users of MediaCityUK.

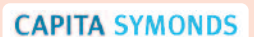
Scott Fortune, CEO, Interim Facilities Ltd
Peter Mathieson, Balfour Beatty Workplace



3:50pm Masterclass 4 Property efficiency through WorkStyle based planning

We've moved on in the way we do business; Advances in technology have enabled us to work in a variety of different ways. 'Work' is no longer a place we go to, but what we do, often in spite of the locations. Has the workplace kept up with this change and have we captured the potential property related savings? In this Masterclass we explore a WorkStyle approach where we engage with the workforce to develop the demand profile, identify the opportunities for rationalisation of the workplace whilst enabling flexible working and the productivity benefits that flow from this.

David George, Director - Strategic Property & Workplace Projects
Mark Bradshaw, Associate Director, Strategic Property & Workplace Projects, Capita Symonds



4.30pm Transport to MediaCityUK for Tour



6.00pm MediaCityUK Tour closes

INVITATION ONLY DINNER
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DAY 2 - TUESDAY 14TH SEPTEMBER

WORKTECH10 NORTH CONFERENCE SCHEDULE

CHAIR: Michael Taylor, Editor,
North West Business Insider



Michael Taylor is the editor of North West Business Insider and the editorial director of Insider Media. He also hosts business awards and dinners and is a frequent commentator on business issues on radio and television.

9:00am Welcome from the Chair

9.10am Vision for 'The North' and the reality of what's been delivered to date

Mark Harrison, Head of Production, BBC North
Alan Bainbridge, Portfolio Director, BBC



Mark and Alan will reveal more about the vision for the BBC at Media City in terms of production, and how they are redefining the workplace through innovations in design, support and sustainability.

10:10am MediaCityUK vision

Sinead Greenaway, CEO, Peel Media



Sinead recently joined Peel Media from Virgin Media Television, where she had been Operations and IT Director since 2006. She will outline the vision for MediaCityUK.

10.45am Coffee

11.15am 'Globally Competitive Salford'

Chris Farrow, CEO,
Central Salford Urban Regeneration Company



For the UK to succeed in generating new economic growth, creating sustainable and globally competitive local economies in our cities is going to be a 'must do', not a 'nice to do'. Chris will explore how CSURC are enabling such growth.

11.45am The State of the Nation: North

Tony Bray, Partner, Cushman & Wakefield
Elaine Rossall, Associate, European Research Group,
Cushman & Wakefield



Tony and Elaine will examine the challenges facing occupiers nationally and regionally; what drives location decisions today and is this likely to change as we emerge from recession? How will this impact the type of office product demanded by occupiers? How the economy is impacting sustainability. How cities need to compete to secure new investment, create new jobs and to sustain local economic growth. Given all these issues, how will Manchester be able to provide accommodation to meet future occupier needs?

12.15pm Challenges of Change:
Occupiers Panel debate

1:15pm Lunch

As we enter the second decade of the 21st century, economic downturn means business is required to change its mindset in regards to the workplace environment and how people work, placing efficiency at the core of working practice. Hear the occupiers' perspective on what this means for them.

2:00pm A vision for the future of Mayfield –
'Whitehall the North'

Julian Lipscombe, Director, Bennetts Associates



With Mayfield poised to be the first major Manchester regeneration scheme of the new decade, transforming the 20 acre area around Manchester's Piccadilly Station into a new development to accommodate 5,000 civil service jobs, it will transform one of the few remaining areas of Manchester City Centre that is in significant need of regeneration. It will create a new gateway to the city with a world-class public realm and pioneering sustainable buildings delivering Government carbon reduction commitments and Manchester's action plan to become a leading low carbon city by 2010. Julian will outline the vision.

2:30pm Relocating to reduce cost

Garry Gordon, Head of Property, British Council



Garry Gordon, will explore the challenges facing the British Council in delivering a product portfolio that is a more sustainable and productive business driven asset. Key issues include: reducing cost, improving sustainability, creating flexible working environments and managing unpredictable change.

3:00pm Tea

3:30pm The Future of Innovation & Work

Professor Ian Miles, Professor of Technological Innovation and Social Change, Manchester Business School



Despite turbulent times, the Creative Economy is alive and well but what impact is in store given the seismic shifts that confront us - Ageing Society; BBC's role; China's rise; Digitalisation, European (Dis)integration... What impact will these have on the future workforce, service and business models? Drawing on recent research, Professor Ian Miles highlights key elements that will impact future skill requirements for creative and knowledge workers.

4:00pm Panel debate: Catalysts and Connectors for Creative Clusters

Toby Hyam, Managing Director, Creative Space Management
Simon Walker, Founder, Maidthorn Partners
Danny Meaney, Founder, New Media Partners

Exploring the key drivers that weave together to create a successful 'creative cluster', our panel will explore what makes 'the total, more than the sum of its parts' and examine the key ingredients that add significant value.

4:40pm Technology in the New Century City

Dr Adrian Woolard, Project Lead R&D North, BBC



Adrian Woolard is currently Project Lead R&D North Lab where he leads the planning and delivery of the project to shape a new kind of world class R&D facility into one half of what BBC R&D will be in the 21st century. Adrian's recent research has been on areas related to new interfaces such as augmented reality, mobile, pervasive and embedded computing, the growth of participatory media and the potential value of play and application of game design to create new forms of education and entertainment.

5:25pm Chairman's closing remarks

5:30pm Conference Closes

RESERVATION FORM

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WorkTech10 North Masterclasses and Tour	£99.00	£17.33	£116.33		
WorkTech10 North Conference	£349.00	£61.07	£410.07		
TOTAL					

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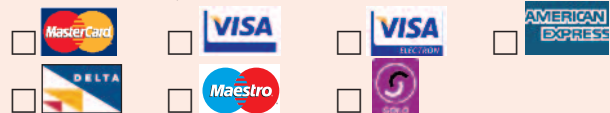
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Full instructions including a map and agenda will be issued to registered delegates

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