

WORKTECH™ 19 San Francisco

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

CONFERENCE

TUESDAY 29TH OCTOBER

9:00 - 17:00

MISSION BAY CONFERENCE
CENTER, SAN FRANCISCO

www.worktechevents.com/events/worktech19-san-francisco

EVENT SPONSORS



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Managing Director, UNWIRED
Ventures

A Warm Welcome To WORKTECH19 San Francisco

WORKTECH19 San Francisco is the fastest growing forum for all those involved in the future of work and the workplace as well as real estate, technology and innovation.

Never before has the workplace, and the way we work been so high on the agenda for organisations looking to improve productivity, attract and retain talent, and increase business return.

You are invited to join 200+ senior professionals from real estate, facilities, HR, technology, executive management, architecture, design and professional advisors to listen to global thought leaders and share best practise and expertise.

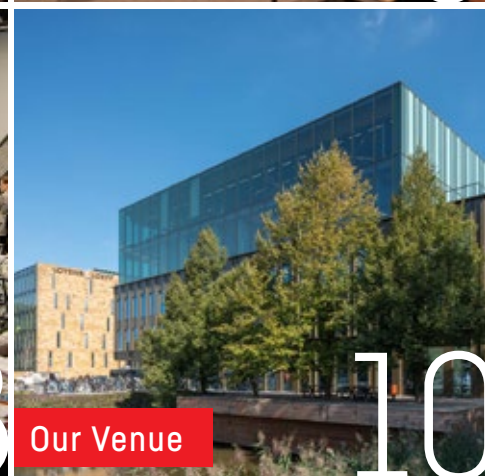
The conference will be run in one stream, which means our delegates will get to attend every speaker presentation. Alongside the conference, we will also have a curated innovation exhibition happening in the breakout areas for attendees to meet with our education partners, complementing learning throughout the day.

There will be three networking breaks creating time for attendees to meet with partners and the other participants.

We hope you will be able to join us, and we are looking forward to welcoming you to the event on the 29th October.

Warmest regards,
Isabel

Contents



MEET THE SPEAKERS



WORKTECH19 San Francisco will attract some of the biggest and brightest names to debate, discuss, and divulge the latest thinking on the future of work and the workplace.

The day will feature over 20 speakers, including leading international thinkers from industry and academia. Our speakers represent some of the world's biggest brands and best universities and research departments, alongside radical visionaries from new innovative organisations.

Through inter-disciplinary speakers and learning experience, we focus on bringing cutting edge ideas and inspiration to the workplace community to enhance creativity and move thinking forward. Instead of focussing on peer to peer innovation through imitation, we aim to curate a unique programme, bringing together experts in the fields of people, place and technology and relevant adjacencies to reflect on the future of work and workplace.

Alongside the conference series, the WORKTECH Academy knowledge hub, explores the future of work through 6 key themes: people, place, technology, design, culture and innovation. Creating leading commentary, research, and publications, that places scientific research at the heart of key business problems.

www.worktechacademy.com

List of speakers

Allison Ballard [Tapdn](#)
 Dr. Gail Brager [UC Berkeley](#)
 Tim Clark [Airbnb](#)
 Dr. Eve Edelstein [Perkins+Will](#)
 Simon Elliot [Aramark](#)
 David Firth [The High-Performance Communication Academy](#)
 Mark Gilbreath [LiquidSpace](#)
 Lian Han [Beyond](#)
 Scott Hazard [Atlassian](#)
 Elizabeth Vereker [Studio O+A](#)
 Andrew Levy [Aramark](#)
 Jill Marchick [Aramark](#)
 Esme Banks Marr [WORKTECH](#)
 Reid Senescu [Enlighted](#)
 Dr. Skyler Place [Cogito Corp.](#)
 Jeremy Kopstein [Uber](#)
 Robert Teed [ServiceNow](#)
 Brady Watkins [SoftBank Robotics](#)
 Mindi Weichman [Studio O+A](#)
 H. James Wilson [Accenture Research](#)
 Dan Ryan [VergeSense](#)
 Jamie Russo [Global Workplace Association](#)



H. James Wilson, Managing Director, IT & Business Research, Accenture Research



Jeremy Kopstein, Sr. Manager, Workplace & Real Estate Technology, Uber



Dr. Eve A. Edelstein, F-AAA, Director, HxLab, Perkins+Will



Dr. Gail Brager, Professor, Associate Director CBE, Centre for the Built Environment, UC Berkeley



Elizabeth Vereker, Brand Director, Studio O+A



Tim Clark, Senior Project Manager, Global Real Estate, Airbnb



Dr. Skyler Place, Chief Behavioral Science Officer and Head of People, Cogito Corp.



Dan Ryan, CEO, VergeSense

SESSION HIGHLIGHTS



The future of work and the workplace is on everyone's agenda. This event brings thought leaders together to share cutting edge ideas on the future, from both a people, place, and technology perspective. It will allow an understanding of the key drivers of change and enablers of innovation that will shape how, where and when work takes place.

KEY THEMES

Culture & Collaboration

Experience & the Senses

The Augmented Workplace

The Flexible Workplace

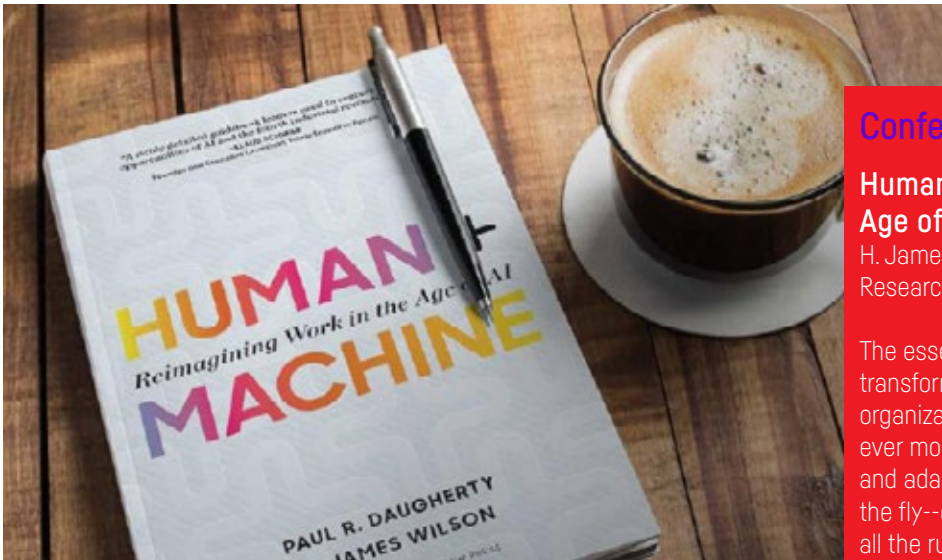
Key themes we will be discussing at this event include:

CULTURE & COLLABORATION | How can you build culture and support organic collaboration to drive engagement and productivity?

EXPERIENCE & THE SENSES | As workplace experience moves up the global business agenda as part of a strategy to attract and retain the best talent, how can your companies improve the experience for people at work

THE AUGMENTED WORKPLACE | How are the developments of robotics, machine learning, AI and automation creating new scenarios for work and workplace?

THE FLEXIBLE WORKPLACE | As occupiers are demanding more from their workplace than ever before, we review growing trends, key themes and future predictions of the flexible workspace



Conference

Human + Machine: Reimagining Work in the Age of AI

H. James Wilson, Managing Director, IT & Business Research, Accenture Research

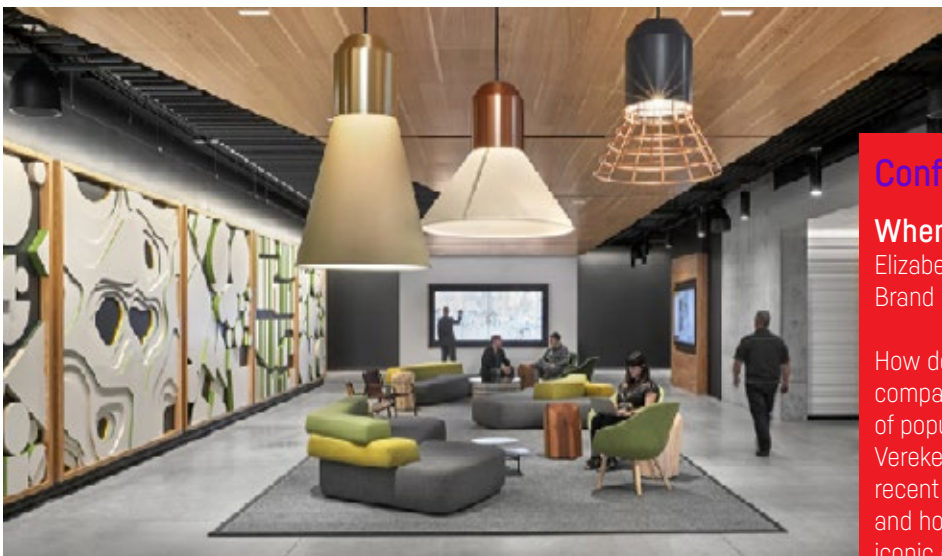
The essence of the AI paradigm shift is the transformation of all business processes within an organization. As humans and smart machines collaborate ever more closely, work processes become more fluid and adaptive, enabling companies to change them on the fly--or to completely reimagine them. AI is changing all the rules of how companies operate.

Conference

The Neuroscience of Personality, Purpose and Place: The Influence of Workplace on the Brain, Body and Behavior

Dr. Eve Edelstein, F-AAA, Director, HxLab, Perkins+Will

The emerging field of Neuro-Architecture translates research from psychological and medical sciences to demonstrate the influence of built environments on health and wellbeing. Our studies with experts in Berkeley and London among others, consider how acoustic conditions and workplace qualities may relate to wellbeing and efficiency in the workplace for people with different personality traits.



Conference

When Giants Start Fresh

Elizabeth Vereker and Mindi Weichman, Brand Director and Design Director, Studio O+A

How do you design a new work environment for a company so well-established its name is already part of popular culture? Mindi Weichman and Elizabeth Vereker, two of Studio O+A's design leaders, talk about recent collaborations with Nike, Adidas and McDonald's and how workplace design is increasingly a vehicle for iconic companies to refresh their brand.

08:30 Registration**09:00 Chair's Welcome****CULTURE & COLLABORATION**

#people #culture #leadership

09:15 Communication's 'Second Act': Shaping Bigger Futures Together by Rethinking How We Communicate

David Firth
Principal, The High-Performance
Communication Academy



Leadership is a collective capacity, not an individual role. 'We' is always stronger than 'us & them.' There's a new way to think about communication as the fuel for collaborative organizations and the cause of more meaningful results in a noisy, complex world.

09:40 Profession and Passion: Why Encouraging Employees to Bring their Whole Selves to Work Improves Quality and Drives Growth

Lian Han
Group Strategy Director, Beyond

Have you been having more conversations about embedding or creating an inclusive company culture? How many of your employees have side hustles? As the lines around productivity and work are blurring, the idea of bringing individuals' "whole selves" to work becomes even more important. Learn about how you can supercharge company culture by creating safe and inclusive spaces for peoples' passions to be truly flourish in the workplace.

10:05 When Giants Start Fresh

Elizabeth Vereker Brand Director, Studio
O+A / Mindi Weichman Design Director,
Studio O+A

How do you design a new work environment for a company so well-established its name is already part of popular culture? Mindi Weichman and Elizabeth Vereker, two of Studio O+A's design leaders, talk about recent collaborations with Nike, Adidas and McDonald's and how workplace design is increasingly a vehicle for iconic companies to refresh their brand.

10:30 End User Expert Panel Discussion: The Future of Work and The Workplace

Tim Clark Senior Project Manager, Global
Real Estate, Airbnb / Jeremy Kopstein
Sr. Manager, Workplace & Real Estate
Technology, Uber



Our expert panel will discuss major trends that we predict will make an impact on work and the workplace. They will share their thoughts and perspectives on the corporate office of the future.

11:00 Coffee break**EXPERIENCE & THE SENSES**

#experience #technology #productivity

11:30 WorkXP Report

Esme Banks Marr Moderator, WORKTECH
Academy / Jill Marchick VP Consumer
Insights, ARAMARK / Andrew Levy RVP
Operations, ARAMARK / Simon Elliot VP
strategic partnerships, Aramark



Launch of WorkXP Report 2019 - looking through the lens of innovation, insights and impact, to identify what today's workforce wants, who is leading the pack and recognized as best places to work, and what the future might hold.

12:00 The Neuroscience of Personality, Purpose and Place: The Influence of Workplace on the Brain, Body and Behavior

Dr. Eve Edelstein
F-AAA, Director, HxLab, Perkins+Will

The emerging field of Neuro-Architecture translates research from psychological and medical sciences to demonstrate the influence of built environments on health and wellbeing. Our studies with experts in Berkeley and London among others, consider how acoustic conditions and workplace qualities may relate to wellbeing and efficiency in the workplace for people with different personality traits.

12:25 Creating Sensational Space: The Value of Variability and Personal Control

Dr. Gail Brager
Professor, Associate Director CBE, Centre
for the Built Environment, UC Berkeley



Too often, sensory qualities of buildings are given low priority and we create experiential monotony, seeking merely to reduce the negative and avoid complains. The future workplace should embrace variable, multi-sensory indoor environments, where people have opportunities to fine-tune conditions to match their preferences, to positively impact rich human experience.

12:50 Innovation Platform:

Hear about the innovations being demonstrated in the exhibition space by our education partners Tapdn and Enlighted.

13:00 Lunch break**THE AUGMENTED WORKPLACE**

#AI #machinelearning #digital

14:00 Human + Machine: Reimagining Work in the Age of AI

H. James Wilson
Managing Director, IT & Business Research,
Accenture Research



The essence of the AI paradigm shift is the transformation of all business processes within an organization. As humans and smart machines collaborate ever more closely, work processes become more fluid and adaptive, enabling companies to change them on the fly--or to completely reimagine them. AI is changing all the rules of how companies operate.

14:25 In the Race Toward a Better Tomorrow, Automation Is Enabling Workplace Innovators to Sprint Today

Brady Watkins
Head of Commercial Automation, SoftBank
Robotics



The automation inflection point is coming, and workplaces that fail to prepare will become stagnant and costly. Using robotics as a physical application of automation, workplaces can create value across real estate, vendor, and innovation initiatives. Join for a conversation on implementing automation in the workplace to augment the workforce, and the resulting business returns.

14:50 How AI- Powered Vision Sensors are Powering the Future of Work

Dan Ryan
CEO, VergeSense



Over the past several years, innovation in sensing technology has evolved substantially, allowing real estate professionals to collect accurate, reliable space utilization data at scale. Data from sensors is redefining the entire life-cycle of real estate management - from space planning, design and lease management all the way through the end-user occupant experience.

15:15 Coffee break**15:45 How AI Augments the Workforce from the Inside Out**

Dr. Skyler Place
Chief Behavioral Science Officer and Head
of People, Cogito Corp.



It has been well reported that artificial intelligence is changing the workforce, but how is it revolutionizing human abilities? In this session, Dr. Skyler Place will explore how AI technology is augmenting the natural abilities of human beings from the inside out, and explains what the impact of improving behavior, empathy and emotional intelligence means for businesses today

THE FLEXIBLE WORKPLACE

#coworking #flexworking #design

16:10 Expert Panel Discussion: Flexible Office Economy

Mark Gilbreath CEO, Founder, Skipper,
LiquidSpace / Robert Teed VP, Real
Estate & Workplace, ServiceNow / Scott
Hazard Global Real Estate and Workplace
Experience Leader, Founder, Investor,
Advisor, Atlassian

Our expert panel will discuss growing trends, key themes and future predictions of the flexible workplace.

**16:40 Chair's Closing Remarks****17:00 Event close**

OUR VENUE



Mission Bay Conference Centre

We are delighted to be holding the conference at Mission Bay Conference Centre at UCS, San Francisco. Upon arrival at the venue you will need to make your way up the stairs in the main foyer to the Robertson Auditorium. Outside the auditorium, you will find the WORKTECH registration desk where you will need to collect your name badge.

The Mission Bay Conference Center at UCSF is an exciting meeting and event destination, centered in UCSF's new 43-acre life sciences campus for teaching and research. UCSF has been a catalyst for transforming Mission Bay with the opening of Genentech Hall in 2003 and the William J. Rutter Center (home to the MBCC) in 2005. With a new UCSF three-hospital medical center serving children, women, and cancer patients slated to open by 2014, the area continues to attract an influx of new residents and industry, making the Mission Bay Conference Center a compelling meeting venue at the center of it all.

GETTING HERE

Address

Mission Bay Conference Center at UCSF1675
Owens St, Suite 251San FranciscoCA 94143
– 3008United States

Public Transport

Muni

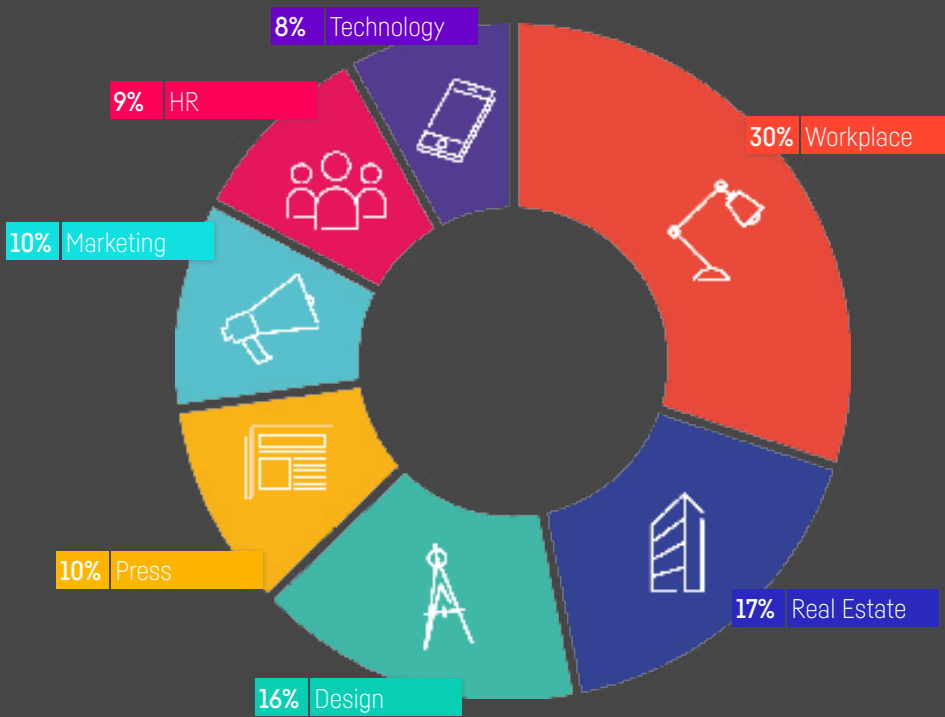
The t-third street muni light rail picks up at the 4th and king street caltrain station as well as the embarcadero & bart station. The appropriate stop is the ucsf mission bay station on 3rd street opposite the campus.

BART

Disembark at the 16th street mission bart station. **Option 1:** pick up the red line ucsf shuttle on the north-east corner of the intersection. The shuttle brings you to the william j. rutter center (2nd stop). **Option 2:** pick up 55 muni bus line on the south-west corner of the intersection. disembark at 4th street /16th street stop.

Driving & Parking Directions: Please visit the website for more information on driving and parking directions.

WHO ATTENDS



Forward thinking & innovative sharing

GLOBAL CHANGE MANAGEMENT
STRATEGIST, MICROSOFT



The conference stimulates interest and curiosity for the development of our multidisciplinary knowledge

EMEA, REGION BUILDING OPERATIONS, CITIBANK



BOOK NOW:

Super Early Bird: USD \$475 until 20th August

Early Bird: USD \$575 until 20th September

Standard: USD \$675

For booking please visit www.worktechevents.com/events/worktech19-san-francisco

Key information

When: Tuesday 29th October 2019

Where: Mission Bay Conference Centre, San Francisco

How to Book:

Visit:

www.worktechevents.com/events/worktech19-san-francisco

Email: lilly.abbott@unwired.eu.com

Offer a Special Rate to Your Network!

Become a marketing partner for this event and qualify for a special rate for your colleagues, complimentary passes for yourself, logo exposure for your organization, and more!

If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

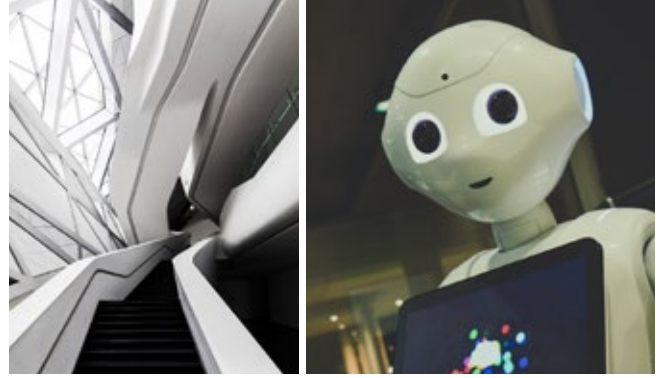
We also offer a paired ticket discount; if you book one ticket you can book another for a friend with a 20% discount.

Become a WORKTECH Ambassador

We're looking for people that love the future of work and the workplace and social media. People who are willing to become part of our team and help spread the word to the masses.

There will be a free event ticket available to successful applicants.

For more information on the above initiatives, please contact kassiani.kappelos@unwired.eu.com



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