

WORKTECH™ Toronto

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

DELOITTE, BAY ADELAIDE EAST, TORONTO

WEDNESDAY OCTOBER 26TH 2022

09:00 - 17:00

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Conference Producer,
WORKTECH Events

A warm welcome to WORKTECH22 Toronto

WORKTECH 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. As we make the great return to the office, how can organisations build engaging workplace experiences and cultures for their people?

You are invited to join 100+ senior professionals from real estate, facilities, HR, technology, executive management, architecture, design and professional advisors to listen to global thought leaders, and share best practice and expertise.

The conference will be run in one stream, which means our delegates will get to attend every speaker presentation. 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, as well as three networking breaks, creating time for attendees to meet the other participants

We hope you will be able to join us and we are looking forward to welcoming you to the event on October 26th.

Warmest regards,
Sophie

CONTENTS



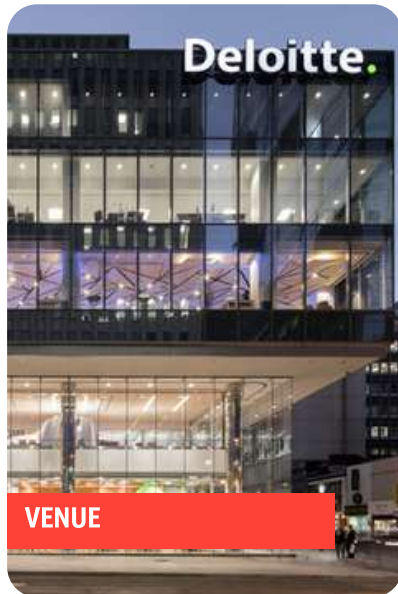
SPEAKERS



SESSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS

WORKTECH22 Toronto 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 conference will feature 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 interdisciplinary 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 focusing 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 six 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

Full list of speakers

Nina Abdelmessih **BCG**
Kareen Emery, **Sept24**
Hilary Green **Scotiabank**
Joe O'Connor **4 Day Week Global**
Dirk Propfe **ET Group**
Caitlin Turner **HoK**
Arjun Kaicker **Zaha Hadid Architects**
Lindsay Stiles **Colliers International**
Luc Kamperman **Veldhoen + Company**
Simon Gascon **Government of Canada**
Dave Payne **Sun Life Financial**
Peter McLaughlin **Envoy**
Suzanne Campbell **Kasian**
Colleen Baldwin **Scotiabank**
Marco Macagnano **Deloitte**
Stacey Litwin-Davies **Cresa**
Simon Gray **Procom**
Michele Fischer **Deloitte**
Matthew Claudel **Field States**
Julie Phillips **Flat Iron Building Group**
Natashia Dunham **Sobeys**
Sherry Munawar **BMO**
Yoel Berznoger **Haworth**
Zoe Chen **Veldhoen + Company**



Nina Abdelmessih, BCG



Caitlin Turner, HoK



Joe O'Connor, 4 Day Week Global



Dirk Propfe, ET Group



Simon Gascon, Government of Canada



Hilary Green, Scotiabank



Dave Payne, Sun Life Financial



Arjun Kaicker, Zaha Hadid Architects



Kareen Emery, sept24



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 we will be discussing at this event include:

Work Disrupted

The pandemic has been a catalyst of re-shaping and re-thinking a new world of work. We examine what's on the horizon for the future of work, looking at how business leaders should respond and what they should prioritize in the months ahead.

The Connected Workplace

In the age of the "anywhere office", technology will play a more vital role than ever. It is now crucial for businesses to understand how people are using workspaces and implement technologies that will keep teams connected, organized, safe and ultimately enhance their experience and productivity. Our experts will shed light on some of the key technology innovations that are transforming how people work.

People-Centric Workplace Strategies

How can companies make the office an attractive proposition to employees who now have more choice in where and how they work? We examine the post pandemic impact on work, space, buildings and the effects on employee and company productivity and well-being, behaviour and culture.

The Future of Commercial Real Estate & Urban Innovation in Toronto

What strategies are organisations adopting to bounce back from the coronavirus and what is the impact on the built environment, commercial real estate and urban innovations in Toronto?

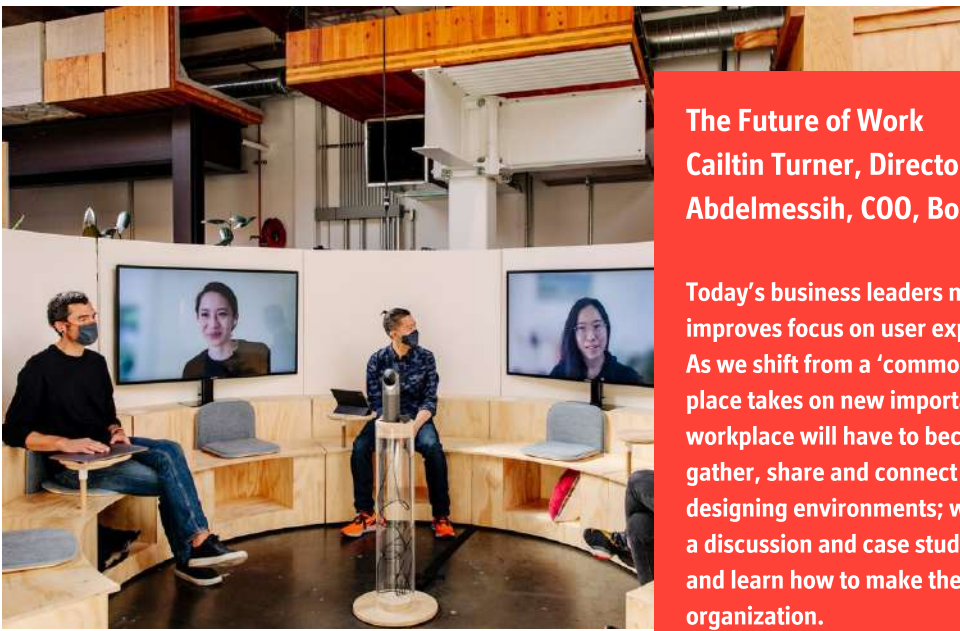
KEY THEMES

WORK DISRUPTED

THE CONNECTED WORKPLACE

PEOPLE-CENTRIC WORKPLACE
STRATEGIES

THE FUTURE OF COMMERCIAL REAL
ESTATE IN TORONTO



The Future of Work

Caitlin Turner, Director of Design, Interiors at HoK & Nina Abdelmessih, COO, Boston Consulting Group

Today's business leaders need to foster an organizational culture that improves focus on user experience and enables creativity and innovation. As we shift from a 'commodity based' to an 'experience based' society, place takes on new importance in reinforcing culture. Tomorrow's workplace will have to become an 'engagement centre', where people gather, share and connect with the brand and each other. We are no longer designing environments; we are designing the entire experience. Join us for a discussion and case study on Boston Consulting Groups hybrid workspace and learn how to make the workplace a powerful asset for your organization.

A Four-Day Future: The Case for a Shorter Working Week

Joe O'Connor, Former CEO of 4 Day Week

In this presentation, Joe O'Connor will:

- Describe the background to 4 Day Week Global and the growing international four-day week movement
- Discuss the historical context to working time reduction, how the pandemic has disrupted societal and cultural norms, and in turn turbocharged demand for a four-day week
- Describe our global pilot programs and research projects, including support provided, levels of participation, and some early research findings
- Detail why organizations are trialling or introducing shorter work weeks, and how they are doing it
- Discuss what this might mean for the future of work



Expert Panel: Creating a Truly Effective Workplace

Moderator: Karen Emery, Vice President, Sept 24

Simon Gascon, Executive Director Workplace Strategy and Interior Design, Government of Canada

Michele Fischer, Senior Advisor National Corporate Real Estate Workplace Lead, Deloitte

Peter McLaughlin, Director of Customer Success Managers, Envoy

Creating a truly effective workplace has always required a perfect balance between people, place, and technology. This expert panel discussion will examine how we can unleash team potential and innovation while enabling them to be healthy and productive, regardless of where they work. Considering the current labour market in Canada, we will also look at how developing the workplace as a destination, rather than an obligation, can drive RTO, enhance employee experience, and increase retention rates.

CONFERENCE AGENDA

TUESDAY OCTOBER 25TH -
WEDNESDAY OCTOBER 26TH

DELOITTE, BAY ADELAIDE EAST, TORONTO

09:00 - 17:00

TUESDAY OCTOBER 25TH - ET GROUP WORKPLACE TOURS & NETWORKING DRINKS

All WORKTECH Toronto delegates are invited to join our Headline Partner's Workplace Tour and Networking Drinks from 14:30-17:00 on Tuesday October 25th. This is your chance to join an exclusive guided tour of ET Group's new offices in Toronto, take a sneak peek behind the scenes, and enjoy a networking reception with some tasty treats and delicious drinks. Once booked onto WORKTECH Toronto, to register for your complimentary tour place, please [RSVP here](#).



WEDNESDAY OCTOBER 26TH - WORKTECH TORONTO CONFERENCE OPENS

09:00 OPENING REMARKS

Stacey Litwin-Davies, *Principal Consulting, Cresa*



09:15 SMART BUILDINGS: ADOPTING A SYSTEMS-BASED APPROACH TO DESIGN TO CREATE ADAPTABLE, EFFICIENT, AND ENGAGING WORKSPACES

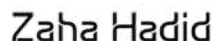
Marco Macagnano, *Digital Real Estate Leader, Deloitte*



In this presentation, we'll unpack how Deloitte designed and implemented a digital workplace strategy and smart building platform – blending the worlds of tenant and landlord - to uplift operations and workforce engagement in a modern retrofit project while mitigating capital costs. Imagine buildings that can upgrade at the click of a button, deliver real-time insights that impact real estate and leasing strategy, and create opportunities for alternative revenue generation through Real Estate as a Service. This is now the realm of the possible.

09:45 NEW FRONTIERS IN WORKPLACE DESIGN: HOW ADVANCED SPATIAL ANALYSIS, AI AND THE METAVERSE ARE INCREASINGLY PROVIDING OPPORTUNITIES TO OVERCOME THE CHALLENGES OF HYBRID WORKING

Arjun Kaicker, *Co-Head of Workplace Analytics and Insights, Zaha Hadid*



Using case studies of current projects across the world, Arjun will show how Zaha Hadid Architects (ZHA) utilizes advanced spatial analytics, smart algorithms and AI to help create transformational opportunities for the design of office buildings, workplace interiors and metaverse environments – that puts the focus back on the unique and highly diverse needs of different occupiers. He will explore how technology is helping ZHA design more collaborative, supportive, adaptive and self-evolving physical and digital environments that help optimise in-office, hybrid and remote working.

10:15 NETWORKING & COFFEE BREAK

10:45 FIRESIDE CHAT: BUILDING YOUR RESILIENT WORKPLACE

Suzanne Campbell, *Principal – Interior Design, ARIDO, IDC, LEED® AP, Kasian*
Colleen Baldwin, *Vice President, Head of Global Design Strategy & Transformation, Scotiabank*
Natashia Dunham, *Director Process and Systems, Real Estate and Construction, Sobeys*

Business leaders need to plan for unprecedented levels of disruption to maintain a resilient business. Join National Director of Design at Scotiabank, Colleen Baldwin, and Suzanne Campbell, Principal and Workplace Strategy Lead at Kasian to hear key findings from Kasian's national study into the Canadian workplace and learnings from major corporations including Sobeys. Topics to be discussed: workplace transformation successes & challenges; culture & engagement; real estate optimization; and, organizational benefits of a hybrid work environment.



11:15 THE FUTURE OF WORK

Caitlin Turner, **Director of Design, Interiors, HoK**
 Nina Abdelmessih, **COO, Boston Consulting Group**



Today's business leaders need to foster an organizational culture that improves focus on user experience and enables creativity and innovation. As we shift from a 'commodity based' to an 'experience based' society, place takes on new importance in reinforcing culture. Tomorrow's workplace will have to become an 'engagement centre', where people gather, share and connect with the brand and each other. We are no longer designing environments; we are designing the entire experience. Join us for a discussion and case study on Boston Consulting Groups hybrid workspace and learn how to make the workplace a powerful asset for your organization.

11:45 EXPERT PANEL: CREATING A TRULY EFFECTIVE WORKPLACE

Moderator: Kareen Emery, **Vice President, Sept 24**
 Simon Gascon, **Executive Director Workplace Strategy and Interior Design, Government of Canada**
 Michele Fischer, **Senior Advisor National Corporate Real Estate Workplace Lead, Deloitte**
 Peter McLaughlin, **Director of Customer Success Managers, Envoy**



Creating a truly effective workplace has always required a perfect balance between people, place, and technology. This expert panel discussion will examine how we can unleash team potential and innovation while enabling them to be healthy and productive, regardless of where they work. Considering the current labour market in Canada, we will also look at how developing the workplace as a destination, rather than an obligation, can drive RTO, enhance employee experience, and increase retention rates.

12:25 NETWORKING & LUNCH BREAK

13:30 HUMAN-CENTERED TECHNOLOGY DESIGN FOR A HYBRID WORLD

Dirk Propfe, **President & CEO, ET Group**



How we think about work is changing, and the recent paradigm shift around hybrid work has opened exciting possibilities in terms of new ways of working. However, often there is a gap between what's possible and the technology choices organizations are making. Learn how ET Group's human-centered approach to technology design has allowed them to awaken their clients to new possibilities around hybrid work, surfacing "hidden" needs, gaining a sharper understanding of client problems, and ultimately delivering better technology solutions that enable the workplace transformation that is currently underway.

13:55 FIRESIDE CHAT: SELECTING, DESIGNING AND BUILDING WORKPLACES IN A POST-PANDEMIC WORLD

Julie Phillips, **President, Flat Iron Building Group** / Lindsay Stiles, **Managing Director, Colliers International** / Yoel Berznoger, **Director Client Engagement Studio, Haworth** / Sherry Munawar, **Head, Global Transactions and Strategic Initiatives, BMO**

The pandemic has drastically changed how people work and engage, how companies evaluate real-estate requirements, overall workplace strategy, workplace design, and how we procure and manage the supply chain in construction. This environment makes building a new workplace harder than it ever has been before. They will discuss portfolios, workplaces, real estate transactions, design standards, procurement, and construction in the new post-pandemic world.



DELOITTE, BAY ADELAIDE EAST, TORONTO

14:20 CASE STUDY: THRIVING IN A HYBRID WORK WORLD

Stacey Litwin-Davies, **Principal Consulting, Cresa**
Simon Gray, **Director, Strategic Accounts [Toronto], Procom**



Cresa, in partnership with the client, Procom, has been working on a comprehensive, multi-phased program of work that started with the Work + Place Strategy and subsequently moved to the 2nd phase, Operational Solutions and Change Management and we are now in the final phase, Implementation and Sustainment. The program has been constantly evolving, and the process that has emerged has been transformative. We are happy to share with you some of the highlights, challenges, and insights we have gained from this multi-faceted project.

14:45 A NEW APPROACH TO CREATING VALUE: DESIGNING FROM STRATEGY TO EXPERIENCE

Matthew Claudel, **Founding Partner, Field States**



Creating value is no longer a straightforward matter of running a successful business and workplace strategy. Urban, economic and workplace systems have been thrown into flux over the past two years, and ever-worsening environmental and social challenges cut across all scales. And yet systems can be reimagined; they can be shaped to create value across multiple outcomes. This requires a new design vocabulary: bringing together strategic design and user experience (UX) design for the built environment. Using illustrative projects ranging from software to district-scale real estate development, Matthew shows what it means to apply strategic and UX design across scales and domains to create new forms of value.

15:10 NETWORKING & COFFEE BREAK

15:40 EXPERT PANEL: THE FUTURE OF THE FINANCIAL WORKPLACE

Moderator: Zoe Chen, **Senior Consultant, Veldhoen + Company**
Luc Kamperman, **Global Managing Partner, Veldhoen + Company** / Dave Payne, **AVP, Head of Corporate Real Estate, Sun Life Financial** / Hilary Green, **Director, Change Management, Workplace Transformation, Scotiabank**



In this session, we will examine how financial workplace employers in Canada are innovating their spaces to support the new ways of working and prepare for the next wave of change.

16:15 A FOUR-DAY FUTURE: THE CASE FOR A SHORTER WORKING WEEK

Joe O'Connor, **Former CEO, 4 Day Week Global, and reduced work time changemaker and consultant**



In this presentation, Joe O'Connor will:

- Describe the background to 4 Day Week Global and the growing international four-day week movement
- Discuss the historical context to working time reduction, how the pandemic has disrupted societal and cultural norms, and in turn turbocharged demand for a four-day week
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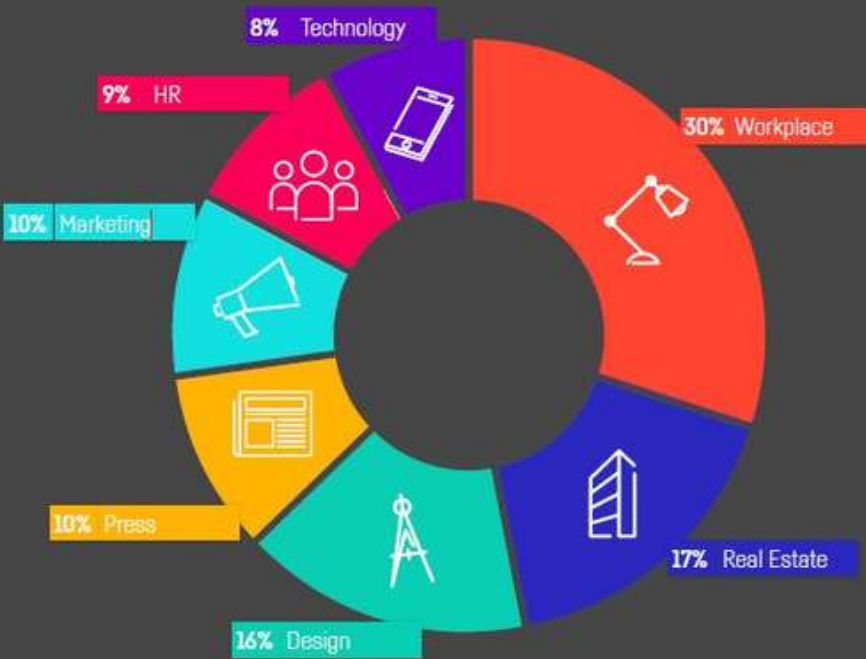
16:45 CLOSING REMARKS

Stacey Litwin-Davies, **Principal Consulting, Cresa**



17:00 CONFERENCE CLOSES

WHO ATTENDS



A well-spoken and experienced group of presenters providing leading edge subjects current topics and statistics. A great place to learn about new ideas.

WORKTECH DELEGATE, DELOITTE



Informative, interesting views on workplace design, planning technology and workers

WORKTECH DELEGATE, BANK OF MONTREAL



BOOK NOW

www.worktechevents.com/events/worktech22-toronto/

KEY INFORMATION

Date

When: Wednesday October 26th 2022

Where: Deloitte, Bay Adelaide East, Toronto

How to book:

Visit: www.worktechevents.com/events/worktech22-toronto/

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

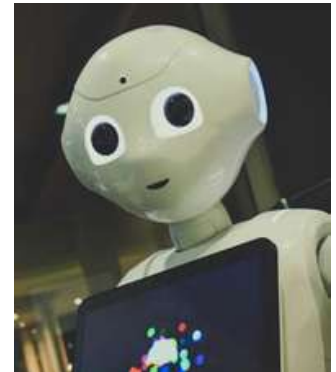
If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

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:

kirsty.darlington@worktechevents.co.uk



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