

# WORKTECH™ 21

## New York

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

# EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

IN-PERSON AT CONVENE, 1 LIBERTY PLAZA

FRIDAY DECEMBER 3RD

08:15 - 17:30 EST

#WORKTECH21NEWYORK

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# CONFERENCE AGENDA

FRIDAY DECEMBER 3RD

08:15- 17:30 EST

08:15 - 08:45

## CONFERENCE OPEN | REGISTRATION & PRE-EVENT NETWORKING

08:45 - 09:00

### CHAIRPERSON'S OPENING REMARKS

Dean Campbell, [Global Executive Vice President, JLL](#) / Krupa Solanki, [Innovation Director, UnWork](#)

09:00 - 09:30

### OPENING KEYNOTE: WORK DISRUPTED

Jeff Schwartz, [Author, WORK DISRUPTED](#); [Vice President, Insights and Impact, Gloat](#); [Retired Principal, Consulting LLP, Senior Advisor, Future of Work, Deloitte](#)

The future of work swept in sooner than expected, accelerated by Covid-19, creating an urgent need for new maps, new mindsets, new strategies. Jeff Schwartz a founding partner of Deloitte Consulting's Future of Work practice, will present the key issues, critical choices, and potential pitfalls that must be on everyone's radar.

09:30 - 10:00

### EXPERT PANEL: FORTUNE 500 NEW YORK REAL ESTATE

Moderator: Amanda Kross, [Managing Director, JLL](#) / Peter Smith, [Director of Global Real Estate, Bloomberg LP](#) / Mark O'Grady, [Managing Director, Bank of America](#) / Jena Hwang, [Global Co Head of Real Estate and Location Strategy, Morgan Stanley](#)

What are the strategies that companies and organisations in New York are adopting to bounce back from the coronavirus and what is the impact on commercial real estate.

10:00 - 10:30

### EXPERT PANEL: THE INTELLIGENT + EXPERIENTIAL WORKPLACE

Peter Miscovich, [Managing Director, Strategy + Innovation, Consulting, JLL](#) / Phil Kirschner, [Senior Expert, McKinsey & Company](#) / Alison Kwiatkowski, [Americas Business Partner, Deutsche Bank](#) / Corinne Murray, [Vice President, Workplace Strategy + Culture Transformation, IMPEC Group](#)

The COVID-19 pandemic accelerated multiple workplace transformation trends that were already well underway before the onset of the COVID-19 pandemic in early 2020. Workplace trends such as smart workplace technology integration, human experience enablement as well as the emergence of diverse 'hybrid workplace' behaviors – these workplace trends have now rapidly gained greater adoption to becoming mainstream as we enter 2022. Our panel will explore the emerging "Intelligent + Experiential" Workplace and what we can expect for the near term and longer term as we shape the "Future of Work" with the continued development and evolution of enterprise workplace ecosystems.

10:30 - 10:35

## INNOVATION PLATFORM WITH SKYFOLD

10:35 - 11:00

## NETWORKING BREAK AND EXHIBITION

11:00 - 11:30

### PRACTICAL TIPS FOR ENABLING DYNAMIC SPACES

Saskia Ordelman, [CCO, VECOS](#) / Kasia Maynard, [Content Editor, WORKTECH Academy](#)

New Research from the WORKTECH Academy. More than 18 months on from the outbreak of the pandemic, employee expectations of work and workplace have significantly shifted and organisations are left with a blank canvas to redefine their workplace experience. A new report by Vecos in partnership with WORKTECH Academy explores what those new expectations are and how the experience is likely to change for employees and building managers alike in the future.

11:30 - 12:00

### ONE MANHATTAN WEST

Michael Przytula, [Managing Director – Intelligent & Digital Workplaces, Accenture](#)

Accenture will occupy the top eight floors of One Manhattan West, bringing together in one location its more than 3,000 New York City-based employees and full breadth of capabilities. At the forefront of workplace design, the new space will provide a flexible, configurable environment that enables Accenture's people and clients to work and collaborate in new ways, and will accommodate further growth as its business expands.

12:00 - 12:30

### EXPERT PANEL: WORK REIMAGINED

Moderator: Melissa Marsh, [Founder and Executive Director, Plastarc](#) / Zach Dunn, [VP of Customer Experience, Co-Founder, Robin](#) / Frank Puglia, [Eastern Region Area Vice President IWG](#) / Joe Debold, [VP of Sales, Enterprise, Americas, EPOS](#) / John Goldschmidt, [Head of Enterprise Development, Locatee](#)

The purpose of the office has changed. Hybrid Working is the term on everyone's lips but for many, big questions remain unanswered; How do you bring the workforce back into the office? and What should that office look like? Creating a truly effective workplace has always required a perfect balance between people, place and technology. Given this most recent and dramatic global shift in the way we work, how do we now best drive communication, motivation, engagement with the right facilities, tech, tools to work, think and collaborate.

# CONFERENCE AGENDA

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08:15- 17:30 EST

12:30 - 12:45

INNOVATION PLATFORM WITH CX APP AN INPIXON COMPANY, OFFICE FREEDOM & XY SENSE

12:45 - 13:30

## NETWORKING LUNCH AND EXHIBITION

13:30 - 14:00

### ROUTES TO REVIVAL

Donna Forshaw, [VP of Sales, Condeco Software](#) / Michael Przytula, [Managing Director – Intelligent & Digital Workplaces, Accenture](#) / Kasia Maynard, [Content Editor, WORKTECH Academy](#) / Denise Kulikowsky, [Chief Human Resources Officer, Party City Holdings](#)

In this panel we will be examining some of the most prominent challenges facing corporate real estate identified in the latest research from Condeco and WORKTECH Academy. It will explore the different 'routes to revival' approaches real estate leaders are taking to return to the office. The research, entitled Condeco Conversations, found that learning and innovation, experience and collaboration, and culture and wellbeing are among the biggest casualties of COVID-19. Organizations now have to rethink and recalibrate their strategies and workplace environments to facilitate new ways of working.

14:00 - 14:30

### DESIGNING FOR SOCIAL EQUALITY, INCLUSION AND WELLBEING

Kay Sargent, [Director of Workplace, HOK](#)

COVID-19 has shed new light on age-old problems - social inequity and a lack of attention to our overall wellbeing. The build environments that we live, work and play in impacts each of us in various ways, and we can help address the issue. To truly design space that is inclusive it's important to understand how space effects people from those various perspectives. But as advocates for the build environment we can make a difference. We need to begin with understanding that we all experiences things differently, and if we understand those nuisances, we can design environments that avoid the pitfalls while creating welcoming spaces that begin to foster social equity and increase physical and mental health and wellbeing.

14:30 - 15:00

### WHO OWNS HOW WE WORK TODAY? AND IN THE FUTURE?

Luc Kamperman, [Managing Partner, Veldhoen + Company](#) / Matt Lewis-Strauch, [Head of Talent Management, Sun Life Financial Inc.](#)

Who now "owns" the way an organization works? How are internal stakeholders and leaders, placed to make decisions for the present, now filled with ever-changing context, mandates and information into the unknown but undoubtedly new future? We will share the story of a major client with businesses in US and Canada, exploring their two approaches.

15:00 - 15:25

## NETWORKING BREAK AND EXHIBITION

15:25 - 16:00

### EXPERT PANEL TECHNOLOGY TOOLS - REDEFINING THE FUTURE OF WORK

Moderator: Philip Ross, [Futurologist & CEO, Cordless Group & UNWORK](#) / Patrick O'Neal, [Global Enterprise Account Manager, Biamp](#) / Dinesh Malkani, [CEO & Founder, Smarten Spaces](#) / Alicia Duncan Global, [Head of Workplace Technology Business Experience, BNY Mellon](#) / Floris Vroemen, [Head Of Customers, Mapiq](#) / John Tavares, [VP & GM of Americas, Freespace](#)

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

16:00 - 16:30

### FUTUREPROOF: 9 RULES FOR HUMANS IN THE AGE OF AUTOMATION

Kevin Roose, [Award-Winning Technology Columnist, The New York Times](#)

After decades of hype and sci-fi fantasies, artificial intelligence is leaping out of research labs and into the center of our lives. Automation doesn't just change our jobs. It shapes our entire human experience, with AI and algorithms influencing the TV shows we watch, the music we listen to, the beliefs we hold, and the relationships we form. And while the age-old debate over whether automation will destroy jobs rages on, an even more important question is being ignored: How can we be happy, successful humans in a world built by and for machines?

16:30 - 16:45

### CHAIRPERSONS CLOSING REMARKS

Dean Campbell, [Global Executive Vice President, JLL](#) / Krupa Solanki, [Innovation Director, UnWork](#)

16:45

## DRINKS RECEPTION

CONFERENCE CLOSE 17:30 EST

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