

VIRTUAL EDITION

# WORKTECH™ 20 NORTH AMERICA

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

# EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

VIRTUAL EVENT

Tuesday 13th - Wednesday 14th October

9:00 – 13:45 PDT | 12:00 – 16:45 EDT

## WORKTECH SESSION STREAMS

We will be dividing each day into streams at the WORKTECH20 North America Virtual Conference, allowing us to create a richer programme for our attendees with more speakers and content on offer throughout the event. Please browse through our full programme below and set your personal conference agenda by joining your favourite sessions.

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# CONFERENCE AGENDA

## DAY ONE | TUESDAY 13TH OCTOBER

### WEST STAGE

### #LEADERSHIP #WELLBEING #TECH

#### LEADERSHIP AND WELLBEING IN AN ERA OF CRISIS AND COMPLEXITY

- 09:00 - 09:15 **WELCOME ADDRESS**  
Philip Ross, [Futurologist & CEO, Cordless Group & UNWORK](#)
- 09:15 - 09:45 **THE FORCES SHAPING THE FUTURE OF WORK: AN INTERVIEW WITH PROFESSOR LYNDA GRATTON, BESTSELLING AUTHOR OF *THE 100 YEAR LIFE***  
Lynda Gratton, [Professor of Management Practice, London Business School, Founder of the advisory practice HSM](#)  
The dynamic of change in the post-COVID-19 era will combine new technologies, revised business priorities and shifting demographics leading to the 100 year life. But advances in technology and longevity have not been matched by supporting innovations to our social structures. Lynda Gratton looks at new leadership strategies as a path out of crisis
- 09:50 - 10:20 **PANEL DISCUSSION: WELLBEING IN THE NEW WORLD OF WORK**  
Moderator: Kate Lister, [President, Global Workplace Analytics](#) / D Sharma, [CoFounder & CEO, WellnessCoach](#) / Sara Escobar [Director, Workplace Experience, Netflix](#)  
Work and home life are becoming increasingly blurred as a result of the Coronavirus pandemic. Our expert panel will address the importance of health and wellbeing in the workforce, examining the unique challenges and opportunities posed by COVID-19 and sharing practical tools to help prioritize mental health and enhance the employee experience while working remote.
- 10:20 - 10:30 **INTERACTIVE SESSION: SEATED YOGA & MEDITATION**  
Corene Summers, [Coach & Advisor, Wellness Coach](#)
- 10:30 - 11:00 **NETWORKING BREAK AND VIRTUAL EXHIBITION**
- RETURN TO OFFICE TECH ENABLERS**
- 11:00 - 11:30 **HOW LEADING ORGANIZATIONS SHOULD BE LEVERAGING DATA MOVING INTO 2021**  
Jay Berkemeyer, [Director, Business Development, AVUITY](#) / Jarrod Easterwood, [Director, Marketing & Partner Relations, AVUITY](#)  
It's no surprise that work modes moving into 2021 will be drastically different than those in recent years. Working from home, employee flexibility, emphasis on health and safety among many other subjects seem to be gaining traction with ease. One major change, however, is a bit more elusive: an increased focus on leveraging space and worker data. We're here to discuss ways in which leveraging data can not only make returning to work easier, but also promote a more flexible, healthier and effective environment.
- 11:35 - 12:05 **HEALTHY ENVIRONMENTS - COME BACK WITH CONFIDENCE**  
David Santo, [National Manager - Mechanical Services, Siemens](#)  
What are effective technologies that can be deployed to enable a return to work? How do you instill confidence with occupants that your building is providing a healthy environment? How do you know that the technologies you deployed remain effective? This session will address these important questions as CRE professionals prepare for the return to work.
- 12:10 - 12:55 **NASA: INNOVATION AND TRANSFORMATION**  
Dr. Douglas Terrier, [Chief Technologist, NASA](#)  
Dr. Douglas Terrier will discuss how America's Space Program has created new business practices and operations during the pandemic. Learn how NASA is embracing digital transformation, a critical operational and culture change necessary for continued American space leadership in the 21st century. Terrier will also share insights on NASA's Artemis Program to return astronauts to the Moon and explore how NASA spinoff technologies have resulted in viable commercial products and services used in our everyday lives.
- 13:00 - 13:45 **NETWORKING BREAK AND VIRTUAL EXHIBITION**
- 13:45 **CONFERENCE CLOSE**

### EAST STAGE

### #DESIGN #CULTURE #FLEXWORKING

#### RE-IMAGINING THE WORKPLACE OF THE FUTURE

- 09:15 - 09:45 **STORIES FROM THE FRONT LINES: INSIGHTS FROM DESIGN EXPERTS AROUND THE GLOBE**  
Primo Orpilla, [Principal and Founder, Studio O+A](#) / Paulette Christophersen, [Partner PLH Arkitekt](#) / Laurie Aznavoorian, [Leader, Strategy & Research, Bates Smart](#) / Khan Yoon, [Director, International Projects, M Moser Associates](#)  
Leading design firms from around the globe share their unique perspectives on the state of the workplace, sharing insights from Australia, Singapore, Scotland, Denmark, the UK and the United States. Their stories offer a deep understanding of how not only the pandemic is effecting each region, but how politics, racial issues, bushfires, etc. are adding to the narrative as we look to the post COVID-19 future.
- 09:50 - 10:20 **CASE STUDY: FIRING UP FANDOM**  
Gregg Klayman, [SVP, Product Development and Content Strategy, MLB](#) / Stuart Fox, [Senior Designer, Content & Activity, ESI Design, an NBBJ studio](#)  
Major League Baseball and ESI Design take you on a behind-the-scenes look at the design of MLB's new headquarters in New York, exploring ideas for creating an office employees want to return to. Timeless design and branded digital experiences reuniting employees with their passionate fandom, making the workplace a destination.
- 10:20 - 10:30 **INTERACTIVE SESSION: SEATED YOGA & MEDITATION (WEST STAGE)**  
Corene Summers, [Coach & Advisor, Wellness Coach](#)
- 10:30 - 11:00 **NETWORKING BREAK AND VIRTUAL EXHIBITION**
- 11:00 - 11:30 **WORK FROM ANYWHERE: ADOPTING HYBRID WORKPLACE MODELS**  
Mark Gilbreath, [CEO & Founder, LiquidSpace](#) / Suki Reilly, [Global COO, Moveplan](#) / Steve Todd, [AVP, Global Head of Workplace Nasdaq](#) / Sid Bhatia, [Director, Workforce of the Future, PwC](#)  
As companies look to the post COVID-19 future, what role will home and flexible office play as complements to the traditional office? The pandemic has ushered in a global WFH experiment that is driving dramatic adaptations in how and where people work and most companies are now planning around a workplace vision of home+flex+HQ. Our expert panel will discuss the implications of these new workplace models and explore how different businesses are adapting to the new paradigms of work.
- 11:35 - 12:05 **COVID-19 DESIGN SOLUTION**  
Ebbie Wisecarver, [VP, Global Head of Design, WeWork](#)  
The design team at WeWork is adept at reinventing the workspace to support modern employees—we've been doing just that since the company began. When COVID-19 hit, we were tasked with a new challenge: enhancing standards in over 800 WeWork locations around the world to prioritize the health and safety of the community. Ebbie will discuss the five key areas that WeWork has focused on to enhance the workplace; increased sanitation, professional distancing, behavioral signage, sanitization equipment and improved HVAC.
- 13:00 - 13:45 **NETWORKING BREAK AND VIRTUAL EXHIBITION**
- 13:45 **CONFERENCE CLOSE**





# CONFERENCE AGENDA

## DAY TWO | WEDNESDAY 14TH OCTOBER

### WEST STAGE

### #PEOPLE #PLACE #PRODUCTIVITY

#### THE FORCES SHAPING THE FUTURE OF WORK

09:00 - 09:15

#### WELCOME ADDRESS

Simon Elliot, [Global Innovation, Growth & Work Experience Strategist, Managing Partner, 4xi Consulting](#)

09:15 - 09:45

#### THE DEATH OF DISTANCE. HAS COVID-19 TRIGGERED LONG TERM CHANGE FOR ECONOMIC AND CIVIC LIFE?

Dame Frances Cairncross, [Economist, Academic and Journalist](#)

Twenty years since the original prediction and release of the ground-breaking book Death of Distance, Dame Frances will share her thoughts.... Is Distance finally Dead? Will Covid-19 lead to long term change for people and cities? What will be the future for economic and civic life? What are the most significant changes in the way we live and work? Dame Frances will explore all this and its impact across the globe.

09:50 - 10:20

#### FUTURE-PROOF WORKPLACE DECISIONS IN TIMES OF UNCERTAINTY: CRITICAL ENABLERS TO MAKE FLEXIBILITY IN YOUR WORKPLACE THE NEW NORMAL

Jeroen Gieling, [Sales Director, Workplace, Vecos](#)

Have you ever realized that many of the investment decisions you make now for your physical office space will either hold you back or push you forward for the next ten years? In this presentation, Vecos will show you the critical enablers to make your next decision future-proof. Including concrete examples of companies which have already realized such a future-proof workplace.

10:25 - 11:10

#### NETWORKING BREAK AND VIRTUAL EXHIBITION

11:10 - 11:40

#### LEADING THE EMERGING WORKPLACE: THE SCIENCE BEHIND HOW WE HANDLE A CHANGING WORK ENVIRONMENT

Dr. Fiona Kerr, [Founder & CEO, The NeuroTech Institute, Neural & Systems Complexity Specialist, Adelaide University](#)

These unprecedented times have changed how we connect, work and use technologies (often not yet fit for purpose), in an ever-changing environment. Understanding the neuroscience of human connection can help us build positive remote and hybrid workplaces that fosters trust, commitment and resilience, and leverage technology as a true enabler.

#### STATE OF THE WORKPLACE: GLOBAL TRENDS

11:45 - 12:15

#### THE POST COVID-19 WORKPLACE: EXPERT END USER PANEL

Tracie Kelly, [Head of Workplace & Real Estate - HQ Bay Area, Uber](#) / Terry Raby, [Global Workplace Design Director, Facebook](#) / Brett Hautop, [VP of Workplace Experience, LinkedIn](#) / Phil Kirschner, [Independent Consultant on the Future of Work and the Workplace](#)

Over the coming months and years, individuals and organisations will make their own assessments about the role and value of a dedicated workplace, and they may reach very different conclusions. Returning to the workplace is set to become a conscious decision rather than the default position for most office workers. Our experts will discuss what new strategies will be required to lure people back and offer their predictions for the future of the workplace.

12:20 - 12:50

#### NETWORKING BREAK AND VIRTUAL EXHIBITION

12:50 - 13:10

#### NO GOING BACK: HOW WORK HAS CHANGED IN WAYS THAT WE'VE RECOGNISED (AND NOT) IN 2021.

Bruce Daisley, [Author of The Joy of Work & Eat Sleep Work Repeat and former VP, EMEA, Twitter](#)

Work has transformed more than any of us felt possible in the last few months. But what are the long-term consequences? How can we build energised, positive productive workplaces. What does the future of workplace culture look like?

13:15 - 13:30

#### CHAIR'S CLOSING REMARKS

13:30

#### CONFERENCE CLOSE

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### EAST STAGE

### #DIGITAL #IOT #EXPERIENCE

#### THE AUGMENTED WORKPLACE

09:50 - 10:20

#### PANEL DISCUSSION: THE DIGITAL WORKPLACE EXPERIENCE

Sabine Ehm, [Customer Success & Thought-Leadership Manager, Locatee](#) / Peter Otto, [Chief Product Officer, Condeco](#) / Mathias Elmiger, [Director, Knowledge and Data Strategy, Johnson & Johnson](#) / Philip Ross, [Futurologist & CEO, Cordless Group & UNWORK](#)

What tools do heads of Corporate Real Estate need to successfully transition to new models of working in the post pandemic world? From where people are sitting to air quality and cleaning regimes, new technologies for the workplace can now deliver an array of data and transform the user experience. This panel will explore return to office strategies that not only provide a safe and secure environment but enhance the workplace experience for an evolving workforce.

10:25 - 11:10

#### NETWORKING BREAK AND VIRTUAL EXHIBITION

11:10 - 11:40

#### THE NEW DYNAMIC WORKPLACE - THE FLEXIBILITY OF SPACES

Dinesh Malkani, [CEO and Founder, Smarten Spaces](#)

The new workplace will need to be dynamic where employees balance between Work from Home and Back to work and yet ensuring that the collaborative nature of interactions still continue. The dynamic workplace will create an opportunity to rethink the spaces and the employee experience. There is an opportunity to cut cost as well. The presentation will be used to discuss the experiences and learnings Smarten has had deploying over 100 locations over the past 3 months in 40 cities around the world.

12:20 - 12:50

#### NETWORKING BREAK AND VIRTUAL EXHIBITION

13:15 - 13:30

#### CHAIR'S CLOSING REMARKS (WEST STAGE)

13:30

#### CONFERENCE CLOSE


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