

WORKTECH™ Madrid

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

MICROSOFT IBÉRICA, MADRID

TUESDAY NOVEMBER 15TH, 2022

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Conference Producer,
WORKTECH Events

A warm welcome to WORKTECH22 Madrid

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 November 15th.

Warmest regards,
Sophie

CONTENTS



SPEAKERS



SESSSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS

WORKTECH22 Madrid 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

Andrés Ortega **McCann**
Antonio Cruz Cruz-Conde **Microsoft**
Carlos Aguirre **3g Office Group**
Carolina Castillo Colmenarez **Microsoft**
Cristina Monjas Lopez **ABB**
Dan Strode **Santander**
Elvira Muñoz **IE School of Architecture & Design**
Francisco Vázquez Medem **3g Smart Group**
Hitesh Sawlani **Locatee**
Javier Perez **ABB**
Juan Antonio Casado **Accenture**
Joaquín Marco **3g Office Group**
Marina Breda **Meridia Capital**
Matías Rodríguez **Studio Banana**
Pablo Martínez Serrano **Accenture**
Pablo Urango Lillo **Foster + Partners**
Sandra Cantos López **Mutual Médica**
Silvia Rivela **DOWE**
Taba Rasti **Foster + Partners**



Juan Antonio Casado, Accenture



Carolina Castillo Colmenarez, Microsoft



Cristina Monjas Lopez, ABB



Elvira Muñoz, IE School of Architecture & Design



Matías Rodríguez, Studio Banana



Sandra Cantos López, Mutual Médica



Dan Strode, Santander



Andrés Ortega, McCann Worldgroup Spain



Silvia Rivela, DOWE



Antonio Cruz Cruz Conde, Microsoft



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:

What does the workplace of the future look like?

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.

Future of Work in World Cities

Unique perspectives on emerging trends and latest innovations shaping the world of work in a world still struggling with the effects of living and working in the shadow of a global pandemic.

People Centric Workplace Strategies

We examine how businesses are upping the ante when it comes to workplace experience and raising the bar in an effort to compete for talent. How can organisations become better equipped to address the ever-rising expectations in terms of workplace technology, experience, or both? How can companies make the office an attractive proposition to employees who now have more choice in where and how they work?

KEY THEMES

WHAT DOES THE WORKPLACE OF THE FUTURE LOOK LIKE?

THE CONNECTED WORKPLACE

FUTURE OF WORK IN WORLD CITIES

PEOPLE CENTRIC WORKPLACE STRATEGIES

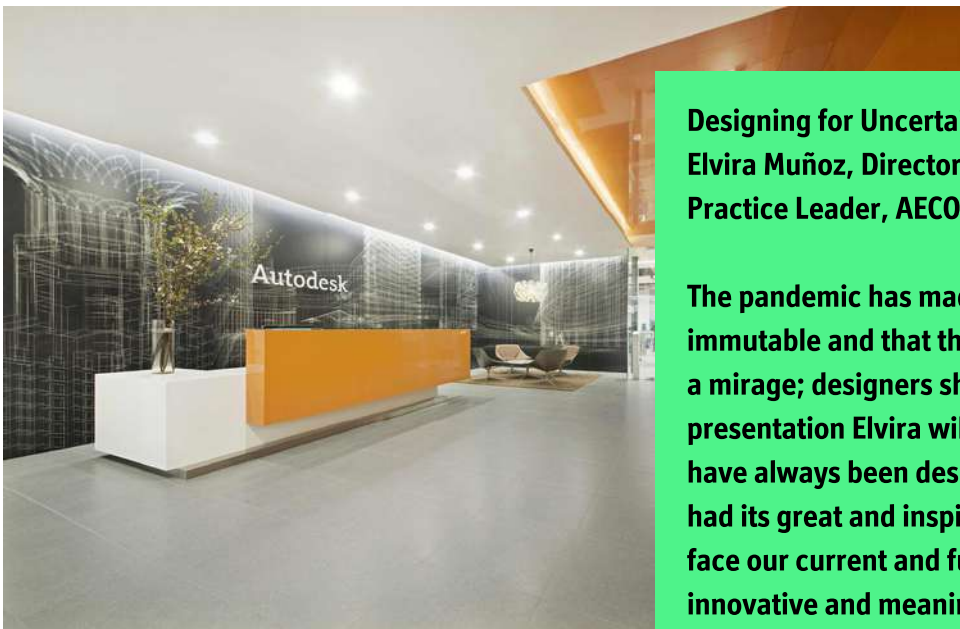
TEMAS

¿QUÉ ASPECTO TIENE EL LUGAR DEL TRABAJO DEL FUTURO?

EL LUGAR DEL TRABAJO CONECTADO

EL FUTURO DEL TRABAJO A ESCALA GLOBAL

ESTRATEGIAS ENFOCADAS EN LA FUERZA LABORAL



Designing for Uncertainty

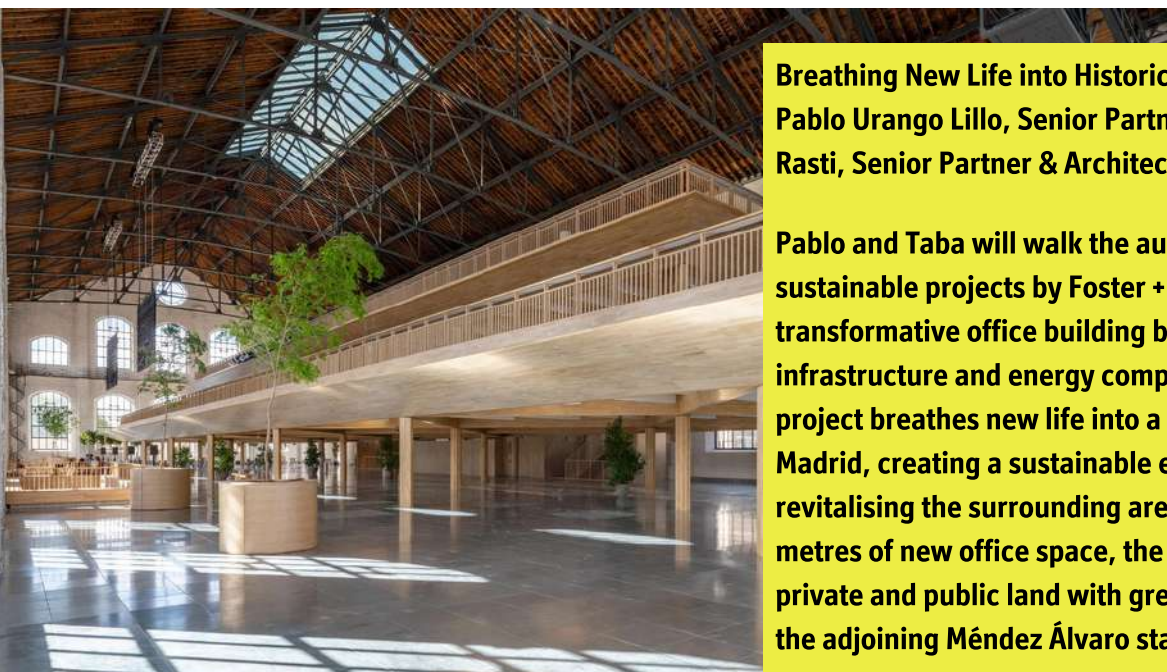
Elvira Muñoz, Director of Interiors | EMEA Interior Design
Practice Leader, AECOM, IE University

The pandemic has made us realize that nothing stays immutable and that the former perception of certainty was only a mirage; designers should know best. Through this interactive presentation Elvira will guide the audience to consider how we have always been designing for uncertainty, how it has always had its great and inspiring problem solvers, and how we can face our current and future uncertainties while still producing innovative and meaningful design solutions.

Hybrid Work: A Global Opportunity

Carolina Castillo, Marketing & Operations Director,
Microsoft

Each organization will need a unique and different way to best face its new way of working. The hybrid paradox is that employees need more flexibility and remote work. At the same time, employees need more collaboration in person. The Hybrid Workplace is the biggest transformation in the last 20 years. The most important thing is to think about the operating model that best suits each organization. Three dimensions are very important to keep in mind: social relations, organizational knowledge, and human capital.



Breathing New Life into Historic Buildings

Pablo Urango Lillo, Senior Partner, Foster + Partners and Taba
Rasti, Senior Partner & Architect, Foster + Partners

Pablo and Taba will walk the audience through one of the most sustainable projects by Foster + Partners. Ombú is a transformative office building built for the Spanish infrastructure and energy company ACCIONA. This retrofit project breathes new life into a historic industrial building in Madrid, creating a sustainable exemplar of building reuse and revitalising the surrounding area. With over 10,000 square metres of new office space, the project unifies a unique mix of private and public land with green landscaping that extends to the adjoining Méndez Álvaro station.

Please be advised that this event will have presentations in both Spanish and English

08:45 CONFERENCE OPENS

09:30 WELCOME FROM CHAIRPERSON

Francisco Vázquez Medem, **President, 3G Smart Group**



09:45 HYBRID WORK: A GLOBAL OPPORTUNITY

SPANISH

Carolina Castillo, **Marketing & Operations Director, Microsoft**



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10:15 KEYNOTE: DESIGNING FOR UNCERTAINTY

SPANISH

Elvira Muñoz, **Director of Interiors| EMEA Interior Design Practice Leader, AECOM, IE University**



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10:45 NETWORKING & COFFEE BREAK

11:30 EXPERT PANEL: DESIGNING THE WORKPLACE OF THE FUTURE

SPANISH

Andrés Ortega, **Chief Talent Officer, McCann Worldgroup Spain**
Silvia Rivela, **Principal & Cofounder | Workplace Strategist, DOWE**,
Antonio Cruz Cruz Conde, **Director of the Modern Work and Cybersecurity Business Unit, Microsoft**
Hitesh Sawlani, **Head of Product, Locatee**

Creating an 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. 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.



12:10 THE PHYSICAL SPACE DATA: THE JUMP TO THE MATRIX

SPANISH

Juan Antonio Casado, **Digital Solution Delivery Associate Director, Accenture**
Pablo Martínez Serrano, **Full Stack Engineering Analyst, Accenture**



The presentation focussed on Castellana 85, Accenture's head office, will be divided into two parts. To begin, Juan Antonio will talk about the considerations before the design of Castellana 85; experience and space. Then, Pablo will talk about the different sensors of Castellana 85; each sensor's value and the possibilities of artificial intelligence in combination with data.

MICROSOFT IBÉRICA, MADRID

12:40 BREATHING NEW LIFE INTO HISTORIC BUILDINGS

ENGLISH

Pablo Urango Lillo, **Senior Partner, Foster + Partners** and Taba Rasti, **Senior Partner & Architect, Foster + Partners**

Foster + Partners

Pablo and Taba will walk the audience through one of the most sustainable projects by Foster + Partners. Ombú is a transformative office building built for the Spanish infrastructure and energy company ACCIONA. This retrofit project breathes new life into a historic industrial building in Madrid, creating a sustainable exemplar of building reuse and revitalising the surrounding area. With over 10,000 square metres of new office space, the project unifies a unique mix of private and public land with green landscaping that extends to the adjoining Méndez Álvaro station.

13:10 THE CULTURE ADVANTAGE

ENGLISH

Dan Strode, **Global Director of HR Culture & Strategy, Grupo Santander**



In this practical intervention, Dan will share – through a series of case studies – why it is critical that organisations and individuals continue to learn and adapt on a daily basis, as well as embrace technology in all they do – so that they can innovate at scale and thrive in an ever changing world. The intervention will share a number of helpful hints and tips you can immediately put into practice, to enhance your business culture and stimulate innovation.

13:40 NETWORKING & LUNCH BREAK

14:45 EXPERT PANEL: THE FUTURE OF COMMERCIAL REAL ESTATE IN MADRID

SPANISH

Carlos Aguirre, **Commercial Director, 3G Office Group**
Sandra Cantos López, **Deputy General Manager, Mutual Médica**
Cristina Monjas Lopez, **Head of Projects and Properties ABB and**
Marina Breda, **Senior Associate Asset Manager, Meridia Capital**

In this session, we will examine how employers in Spain are innovating their use of physical space, portfolios, and technology to support the new ways of working and prepare for the next wave of change.



3g
Smart
Group



MutualMedica



MeridiaCapital

15:20 FIRESIDE CHAT: ABB CASE STUDY

SPANISH

Joaquín Marco, **Managing Director, 3g Office**
Javier Perez, **Country Real Estate Manager Spain & Portugal, ABB**

Joaquín and Javier in conversation: exploring how a strategic design process was able to take into account the parameters of the hybrid work model and create a powerful new workspace for ABB Spain.



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15:45 THE POWER OF COMMUNITY: HOW CAN WE FUTURE-PROOF WORKPLACE DESIGN FOR GROWTH AND CHANGE?

SPANISH

Matías Rodríguez, **Managing Director, Studio Banana**

**STUDIO
BANANA**

The rise of hybrid work models and, above all, the incorporation and greater influence of younger generations is shaping a new reality where corporate culture is being displaced by the interests and values of the community. Consequently, thinking with a digital, sustainable and human-centric perspective is essential to design spaces that become true attractors and enhancers of talent, and contribute significantly to the change and growth of organizations.

16:15 CLOSING REMARKS

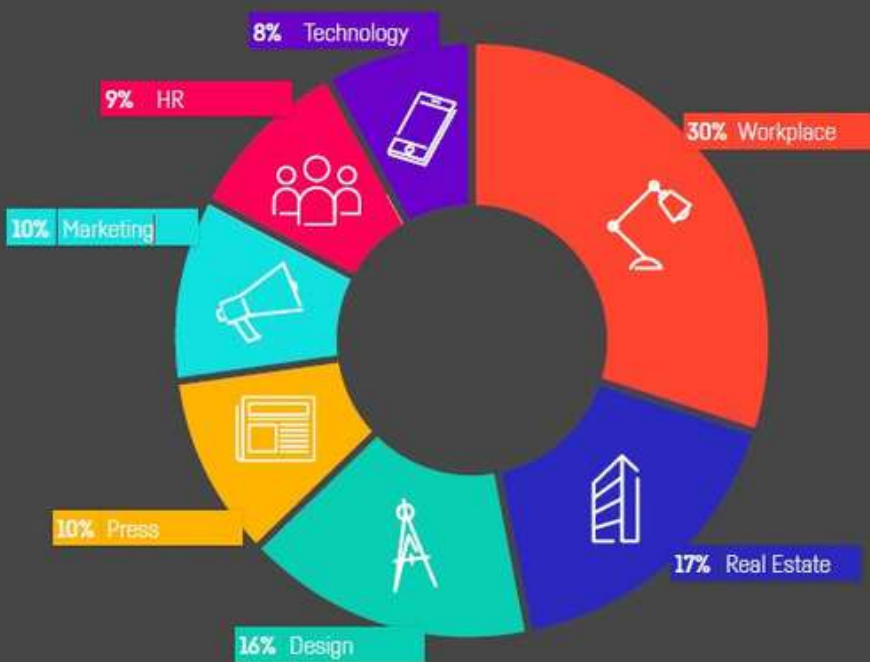
Francisco Vázquez Medem, **President, 3G Smart Group**



16:30 NETWORKING DRINKS & MICROSOFT WORKPLACE TOURS

17:30 CONFERENCE CLOSES

WHO ATTENDS



Worktech's unique & engaging format supports decision makers that have a genuine interest in making the workspace a better place.

HEAD OF NIMWAY, SONY EUROPE



Really a diverse set of perspectives on critical topics in the real data and workplace disciplines. Extremely thought-provoking.

WORKPLACE EXPERIENCE MANAGER, ATLISSIAN



BOOK NOW

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

KEY INFORMATION

Date

When: Tuesday November 15th 2022

Where: Microsoft Ibérica, Madrid

How to book:

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

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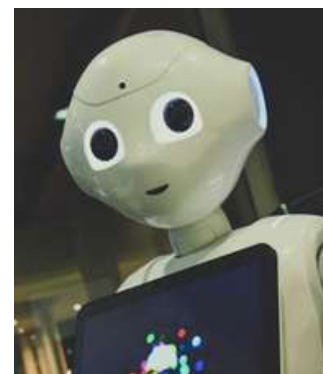
If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

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:

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