

WORKTECH™ Amsterdam

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

EDGE STADIUM

WEDNESDAY 19TH APRIL 2023

09:00 - 17:00

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WORKTECH

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Conference Producer,
WORKTECH Events

A warm welcome to WORKTECH23 Amsterdam

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 April 19th.

**Warmest regards,
Sophie**

CONTENTS



SPEAKERS



SESSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS

WORKTECH23 Amsterdam 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

Aaron Taylor Harvey **Spaces of**
Alexa Lightner **Unwork & Lightner**
Insights
Cees van der Spek **EDGE**
Daniel Prado **AECOM**
Echo Callaghan **WORKTECH Academy**
Dr. Ella Hafermalz **KIN Center for Digital**
Innovation
Elizabeth Nelson **Smart Building**
Collective | Certification
Hans Scholten **Capgemini**
Henk Smeenk **KLM**
Iris Walenkamp **IWConsulting.eu**
Luc Kamperman **Veldhoen + Company**
Marnix Mali **Booking.com**
Marien den Boer **Dutch Ministries**
Mike Halliday **Cordless Consultants**
Patricia Garcia **Booking.com**
Dr. Rianne Apple-Meulenbroek **Eindhoven**
University of Technology
Raphaël Morgulis **Locatee**
Sandra Gritti **EDGE Next**
Susannah Burock **Swiss Re**
Tom De Fruytier **Signify**



Iris Walenkamp, IWConsulting.eu



Aaron Taylor Harvey, Spaces of



Hans Scholten, Capgemini



Luc Kamperman Veldhoen + Company



Alexa Lightner, Unwork & Lightner Insights



Dr. Ella Hafermalz KIN Center for Digital Innovation



Raphaël Morgulis, Locatee



Elizabeth Nelson, Smart Building Collective



Dr. Rianne Apple-Meulenbroek Eindhoven University of Technology



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:

The New World of Work: Challenges & Emerging Trends

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 should they prioritise in the months ahead?

Data-Driven Workplace Strategies and Transformations

Is your organisation using the right tools and metrics to influence innovations in workplace strategy? We explore how identifying and utilising the most pertinent data sets can help take actions which result in more productive, engaged and motivated team members. Hear examples of data-driven cultures as well as new technologies and innovations helping leading organisations deliver best workplace practice in Amsterdam and beyond.

Workplace Experience

Companies are accelerating plans to invest in new technology, create flexible working environments and make the office a destination. We will examine the latest workplace technologies and innovations that will support workplace experience and the built environment in 2023 and beyond.

The People Centred Workplaces: Cultivating Culture & Engagement

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

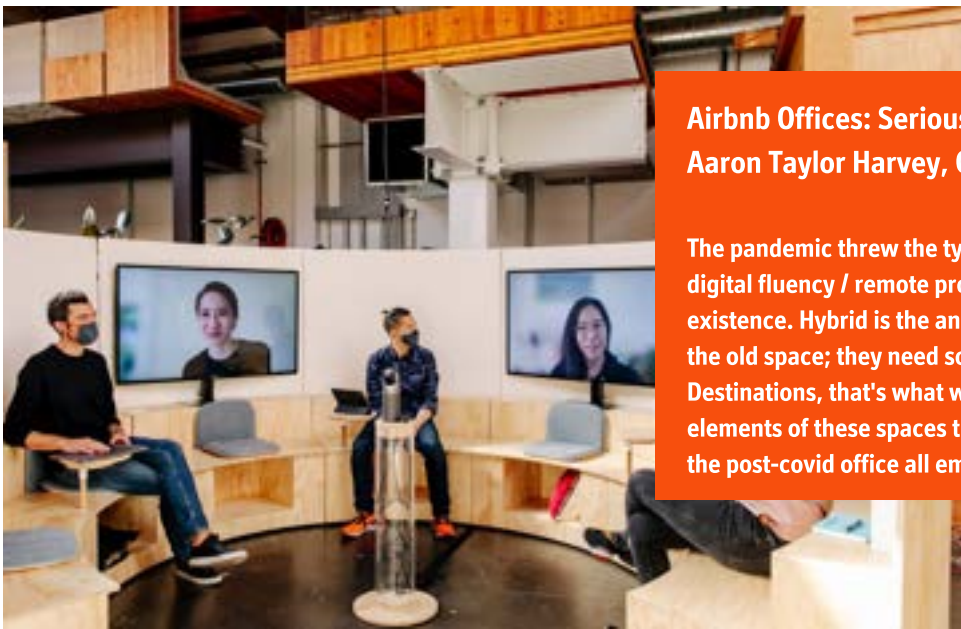
KEY THEMES

THE NEW WORLD OF WORK:
CHALLENGES & EMERGING TRENDS

DATA-DRIVEN WORKPLACE
STRATEGIES AND
TRANSFORMATIONS

WORKPLACE EXPERIENCE

PEOPLE CENTRED WORKPLACES:
CULTIVATING CULTURE AND
ENGAGEMENT



Airbnb Offices: Seriously Fun and Suddenly Relevant Aaron Taylor Harvey, Creative Director, Spaces Of

The pandemic threw the typical office environment into stark relief. And the digital fluency / remote productivity of employees threatened its entire existence. Hybrid is the answer, but no one wants to work in a new way in the old space; they need something compelling to return to: they need a Destinations, that's what we created at Airbnb, and this talk explores the elements of these spaces that can be recreated and reinterpreted to create the post-covid office all employees deserve.

Implementing a Global SmartBuilding Solution Hans Scholten, VP Corporate Real Estate, IoT Innovation Lead, Capgemini

In this session Hans will share how making data-driven decisions on the optimization of their portfolio of more than 500 offices worldwide, helped Capgemini implement a smart building solution based on LoRaWan technology and sensors. The real-time sensor data also enables their employees to easily find free desks or rooms. Today, contract renewals result in an average decrease of 10% in floorspace, which saves Capgemini more than 50M\$ per year.



Transdisciplinary Theories for Improving Workplaces Rianne Appel-Meulenbroek, Associate Professor in Corporate Real Estate & Workplace, Eindhoven University of Technology

Workplace research and management is influenced by individuals from vastly different professions and disciplines, from Facilities Management to People Management, from psychology to ergonomics – the list goes on. In this presentation Dr Appel-Meulenbroek, associate professor at the TUE's Department of the Built Environment, Real Estate & Urban Development, shares insights from her open-source book series Transdisciplinary Workplace Research & Management, taking several theories from these books from different disciplinary backgrounds and explaining their most important insights for transformational workplace management. Attendees will leave this session with tangible steps towards integrating the presented theories into an interdisciplinary framework for developing a grand workplace management theory.

LIMITED AVAILABILITY | ADDITIONAL TICKETS REQUIRED

TUESDAY APRIL 18TH - SMARTBUILDINGS MASTERCLASS & WORKPLACE TOURS

This SmartBuildings Masterclass is a unique half-day briefing exploring how new technologies are shaping the built environment and the new world of work. Hosted in the brand new Booking.com global headquarters in central Amsterdam, this intimate session will bring leading thinkers and industry practitioners together to debate trends and explore ways to best enhance assets of space, technology and people. **Spaces are strictly limited so please book your masterclass ticket early to avoid disappointment.**

15:30 WELCOME AND REFRESHMENTS

Marnix Mali, [Director of Real Estate & Workspace Services, Booking.com](#)



15:35 SEX, DRUGS, AND SMART TECHNOLOGY: THE FUTURE OF WORK DRIVEN BY BIG DATA AND THE HUMAN BRAIN

Elizabeth Nelson, [Co-Founder and Head of Research & Innovation, Smart Building Certification](#)



This unconventional keynote discusses everything from sex and drugs to happy hormones and designing spaces for each unique individual. Now the Co-Founder of Smart Building Collective, Elizabeth is bringing a diverse group of experts to help move the evolution of smart buildings forward. Smart has the ability to help create creative solutions from data to make our buildings more functional, sustainable, cost effective and healthier, more collaborative spaces for the people inside.

16:05 SMARTER BUILDINGS IN AMSTERDAM: PHYSICAL WORKSPACES IMPROVING BUSINESS SUCCESS

Marnix Mali, [Director of Real Estate & Workspace Services, Booking.com](#)



How can commercial real estate owners and operators use technology to differentiate, deliver incremental value and meet sustainability objectives? How are tenants and employees' expectations changing? Marnix will share insights from the transformation of the Booking.com global headquarters, opening soon.

16:35 WORKPLACE TOUR

Get a private first-look tour of the new Booking.com headquarters before it officially opens its doors to 11,000 employees. Located in the vibrant heart of Amsterdam, the new 65,000 m2 campus is found on the historic waterfront of Oosterdokseiland near Central Station. This hard hat tour is exclusive to WORKTECH Amsterdam SmartBuildings Masterclass attendees only.

17:05 PEER TO PEER DISCUSSION

Marnix Mali, [Director of Real Estate & Workspace Services, Booking.com](#) and Elizabeth Nelson, [Co-Founder and Head of Research & Innovation, Smart Building Certification](#)

Marnix and Elizabeth will facilitate this opportunity for an open and frank discussion, to debate trends and explore ways to best enhance assets of space, technology and people.



17:25 CLOSING REMARKS & REFRESHMENTS

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08:30 REGISTRATION AND PRE-EVENT NETWORKING

09:00 CHAIRPERSON'S WELCOME



Susannah Burock, Vice President, Global Workplace Experience Manager, Corporate Real Estate & Services, Swiss Re & Echo Callaghan, Writer and Researcher, WORKTECH Academy

09:15 HOST WELCOME



Cees van der Spek, Public Affairs & Global Corporate Relations Director, EDGE

THEME: PEOPLE CENTRED WORKPLACES: CULTIVATING CULTURE & ENGAGEMENT

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

09:20 AIRBNB OFFICES: SERIOUSLY FUN AND SUDDENLY RELEVANT

Aaron Taylor Harvey, Architect | Founder & Creative Director, Spaces Of



The pandemic threw the typical office environment into stark relief. And the digital fluency / remote productivity of employees threatened its entire existence. Hybrid is the answer, but no one wants to work in a new way in the old space; they need something compelling to return to: they need a Destinations, that's what we created at Airbnb, and this talk explores the elements of these spaces that can be recreated and reinterpreted to create the post-covid office all employees deserve.

09:50 DESIGNING FOR WELL-BEING, BEHAVIOUR AND CULTURE

Daniel Prado, Design Director, AECOM



This session will leverage forward-thinking creativity with knowledge of lessons learned and best practices from AECOM international research and projects. Discussion will include the importance of creating environments that support the culture and goals of each organization, based on recent AECOM workplace studies.

10:15 AUDIENCE Q&A

Aaron Taylor Harvey and Daniel Prado answer workplace design questions submitted by the audience in a fireside chat.

10:30 NETWORKING & COFFEE BREAK

THEME: THE NEW WORLD OF WORK: CHALLENGES & EMERGING TRENDS

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 should they prioritise in the months ahead?

11:05 HYBRID WORKING IS THE NEED OF THE HOUR. BUT ARE YOU DOING IT RIGHT?

Luc Kamperman, Global Managing Partner, Veldhoen + Company and Iris Walenkamp, Founder / Consultant, IWConsulting.eu



We all are witnessing that hybrid work is different and asks for new practices and capabilities from leaders and employees. There has been a lack of clarity around autonomy and choice and the impact of hybrid on team rhythms. In this session we will explore how to use a lens of activities to understand how teams and individuals are working and using this lens to help build more understanding and consciousness about how teams work together. Luc will share data-insights from multiple organizations to understand the true impact of hybrid working on productivity, on managers well-being and on team connection. And you will hear from Iris about the transformation she led for a global energy company. She will talk about the impact of hybrid for the workplace and workplace services, but not without highlighting the crucial role leadership plays in this spectrum.

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11:35 EXPERT PANEL: EMERGING TECH RESHAPING THE WAY WE WORK

Moderated by Ella Hafermaltz, *Associate Professor, KIN Centre for Digital Innovation, Vrije Universiteit Amsterdam*, Elizabeth Nelson, *Co-Founder and Head of Research & Innovation, Smart Building Collective | Certification* Mike Halliday, *Director of Multimedia & Infrastructure, Cordless Consulting* and Tom De Fruytier, *Marketing Manager, Signify*

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 expert panel shares how some of the largest and most innovative global companies revolutionise how they use technology and how they attract and retain talent.



12:15 NETWORKING & LUNCH BREAK

THEME: DATA-DRIVEN WORKPLACE STRATEGIES AND TRANSFORMATIONS

Is your organisation using the right tools and metrics to influence innovations in workplace strategy? We explore how identifying and utilising the most pertinent data sets can help take actions which result in more productive, engaged and motivated team members. Hear examples of data-driven cultures as well as new technologies and innovations helping leading organisations deliver best workplace practice in Amsterdam and beyond.

13:20 THE BOOKING.COM WORKSPACE: DATA, EXPERIMENTS AND THE HUMAN FACTOR

Marnix Mali, *Director of Real Estate & Workspace Services, Booking.com*



In a hybrid world, the physical environment greatly enhances connections between people and thus enhances culture. Booking.com had the challenging goal of creating a Healthy, Happy and Productive workspace for all 11,000 colleagues across the globe. The workplace services team works to achieve this through both data and real time experiments, while maintaining a continuous dialogue with their colleagues, the end-users of the space. This session will share how they achieved their goal and their key learnings in the process.

13:50 IMPLEMENTING A GLOBAL SMARTBUILDING SOLUTION

Hans Scholten, *VP Corporate Real Estate, IoT Innovation Lead, Capgemini*



In this session Hans will share how making data-driven decisions on the optimization of their portfolio of more than 500 offices worldwide, helped Capgemini implement a smart building solution based on LoRaWan technology and sensors. The real-time sensor data also enables their employees to easily find free desks or rooms. Today, contract renewals result in an average decrease of 10% in floorspace, which saves Capgemini more than 50M\$ per year.

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14:55 TRANSDISCIPLINARY THEORIES FOR IMPROVING WORKPLACES

Rianne Appel-Meulenbroek, *Associate Professor in Corporate Real Estate & Workplace, Eindhoven University of Technology*



Workplace research and management is influenced by individuals from vastly different professions and disciplines, from Facilities Management to People Management, from psychology to ergonomics – the list goes on. In this presentation Dr Appel-Meulenbroek, associate professor at the TUE's Department of the Built Environment, Real Estate & Urban Development, shares insights from her open-source book series Transdisciplinary Workplace Research & Management, taking several theories from these books from different disciplinary backgrounds and explaining their most important insights for transformational workplace management. Attendees will leave this session with tangible steps towards integrating the presented theories into an interdisciplinary framework for developing a grand workplace management theory.

15:20 EXPERT PANEL: CROSS-FUNCTIONAL APPROACHES TO THE WORKPLACE EXPERIENCE

Moderated by Alexa Lightner *Change Management Consultant, Unwork & Lightner Insights* with Henk Smeenk, *Workplace Architect, KLM* and Marien den Boer, *Program Manager, National Program Hybrid Works at Ministry of the Interior and Kingdom Relations*, Patricia Garcia, *Project Manager Real Estate & Workspaces, Booking.com* and Raphaël Morgulis, *Senior Manager Thought Leadership & Community Relations Locatee & Sandra Gritti, Senior Manager Strategic Projects, EDGE Next Services BV*

This session explores how best to create optimal environments for employees to do their work, examining how cross-functional and human-centred approaches can be leveraged to make the office and greater workplace ecosystem more purposeful. How do we measure what is great? How do we successfully work across corporate real estate (CRE), human resources (HR), and information technology (IT) to deliver it?



16:00 CHAIRPERSON'S CLOSING REMARKS



Susannah Burock, *Vice President, Global Workplace Experience Manager, Corporate Real Estate & Services, Swiss Re & Echo Callaghan, Writer and Researcher, WORKTECH Academy*

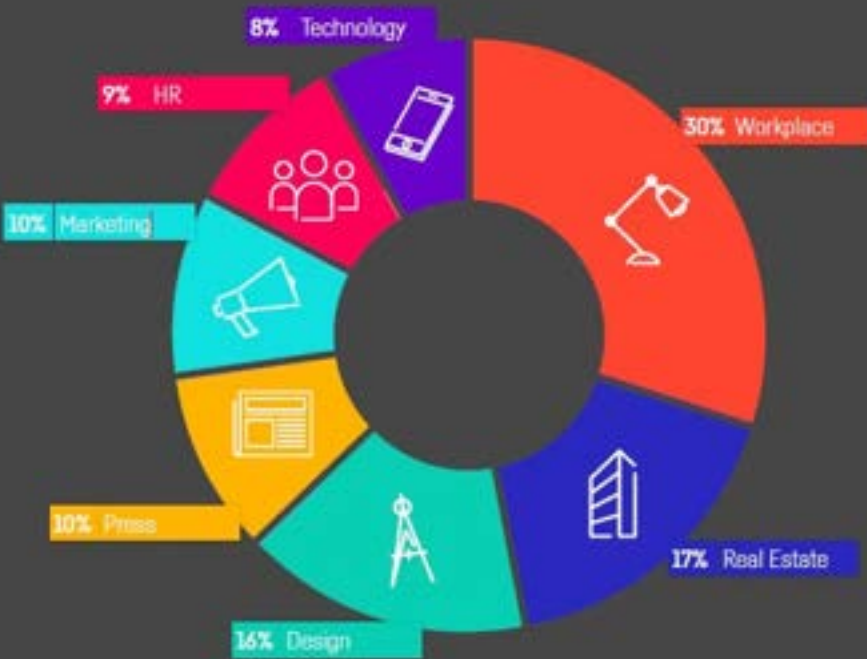
16:15 CONFERENCE CLOSES



EDGE STADIUM

EDGE Stadium, located in "The Olympic Area" in Amsterdam with easy access to and from the city centre, aims to offer its tenants and users the highest environmental and innovative standards to date in the market. In alignment with EDGE's values around sustainability and wellbeing, EDGE Stadium is set to achieve BREEAM Excellent and WELL Core & Shell Gold certifications and will have a targeted reduced energy consumption of approximately 70%. In addition, it aims to become the first R2S (Ready2Services) two stars certified building in the Netherlands, a certificate that represents the smart connectivity of the building.

WHO ATTENDS



It was a brilliant event; there is not often sessions with like-minded people all discussing the diverse aspects of work from all angles, from such a broad/diverse range of people.

WORKTECH DELEGATE, UNICEF



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

WORKTECH DELEGATE, BANK OF MONTREAL



BOOK NOW

www.worktechevents.com/events/worktech23-amsterdam/

KEY INFORMATION

Date

When: Wednesday 19th April

Where: EDGE Stadium, Amsterdam

How to book:

Visit:

www.worktechevents.com/events/worktech23-amsterdam/

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 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:

sally.rafferty@worktechevents.co.uk



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