

# WORKTECH™ Berlin

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

TWENTY YEARS OF  
WORKTECH

20

EST. 2003

# EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

THURSDAY 25TH MAY

EDGE GRAND CENTRAL BERLIN

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# EDGE TOURS

Delegates can register their interest to join us on Wednesday 24th May for an exclusive tour of the newest Smart Buildings in the EDGE Collection, at WORKTECH Berlin. *Please note that spaces are limited.*



## EDGE GRAND CENTRAL



Located next to Berlin Hauptbahnhof, EDGE Grand Central is the first German building to be precertified Gold by the WELL Building Standard and Platinum by DGNB and is the smartest and most innovative office building in Germany. Equipped with a state-of-the-art IP backbone, EDGE Grand Central aims to minimize energy usage and will connect everyone and everything wired in or wirelessly, making working lives easy and enjoyable.

## EDGE SUEDKREUZ BERLIN

EDGE Suedkreuz Berlin is a two-building office ensemble, a modular wood-hybrid construction designed as an open ecosystem using nature-based architectural elements. Numerous developments within the “Schöneberger Linse” are giving rise to an attractive new urban district. Development plans with a diverse mix of residential projects are creating a livable, urban feeling right in the centre of the city, while extensive new and re-development measures (for instance the upgrade of the “Tempelhofer Weg”) are further supporting the upswing of the area as a whole. Green, open and quite accessible to all, the EDGE Suedkreuz Berlin blends in and helps restructure the surrounding environment.



## EDGE EAST SIDE BERLIN



EDGE East Side Berlin is one of Germany's healthiest high-rise buildings. Centrally located, within meters of the Warschauer Straße metro station, and connecting two of Berlin's most vibrant and artistic suburbs: Friedrichshain and Kreuzberg. Built with the careful and conscientious application of leading sustainability practices, from the use of circular products and VOC-free materials to world-class energy management, EDGE East Side is a game changer.

# CONFERENCE AGENDA PREVIEW

THURSDAY 25TH MAY

## CONFERENCE OPENS

## REGISTRATION AND PRE-EVENT NETWORKING

## CHAIRPERSON'S WELCOME

Allan Chester, CEO & Founder, any2any GmbH



Kasia Maynard, Research Communications Strategist, Gensler



### 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?

## UNWORKING: THE REINVENTION OF THE MODERN OFFICE

Jeremy Myerson, Director, WORKTECH Academy



Jeremy explores the evolution of the office from a stern, scientifically managed environment, derived from the industrial factory floor and firmly rooted in time and space, to the current model of working anyhow, anytime and anywhere. He describes the term 'unworking' as unravelling how we work, unbundling the assumptions that are baked into the modern workplace, and unlearning the habits, management styles and cultures that have traditionally defined our behaviour at work. The purpose of 'unworking' is to reimagine what the future workplace could be like...

## NEW WAYS OF WORKING: THEN & NOW

Juriaan van Meel, Author, Chair of Center for People & Buildings and Co-founder BriefBuilder



The COVID-19 pandemic has triggered a big debate about the future of the office. Much is still unknown, but there is no shortage of opinions and wild predictions. In his presentation, Juriaan will place the debate in a wider perspective. He will discuss the recent history of the work environment, identify the structural changes and challenges, and distinguish between hype and reality.

## GERMAN WORKPLACE TRENDS

Philip Tidd, Principal/ Managing Director, Gensler Session to be announced.



## NETWORKING AND COFFEE BREAK

### 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 examine the post pandemic impact on work, space, buildings and the effects on employee and company productivity and well-being, behaviour and culture.

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## FIRESIDE CHAT: NEURODIVERSITY AND WORKPLACE INCLUSION

Kay Sargent, **Senior Principal, Director of WorkPlace, HOK** and other speakers to be announced.



Work environments today need to be designed to be inclusive for all. But to be inclusive we need to go beyond to address the nuances needed to accommodate personality traits, work styles and neurodivergents. The fact is that today we are living in a time of increased numbers and awareness about individuals with neuro-sensitives and special needs, such as ADHD. In fact, 1 in 8 people are considered neurodiverse but fewer than 50% know it. Neurodivergents tend to be high energy, out of the box thinkers, excel in a crisis, and be bold problem solvers. Not only is designing to be inclusive the right thing to do, there is a compelling business case for it as well. Space today needs to reflect the diverse makeup of organization's as more and more we are becoming a majority of minorities, so we need to design to set all up for success.

## SUPPORTING WELLBEING IN HYBRID WORKING ENVIRONMENTS

Lucile Kamar, **Head of Diversity, and Inclusion, ITN**



The recent hybrid working environment has created new challenges for leaders and employees. This session will cover the importance of wellbeing, inclusion and belonging to support productivity in hybrid environments, and will help breaking taboos & removing stigmas on conversations around mental health, no matter the working location of your employees to inspire long-lasting change.

## EXPERT PANEL: DRIVING MEANINGFUL CHANGE TO CREATE AN INCLUSIVE WORKPLACE, CHAMPIONING DIVERSITY, WELLBEING AND PRODUCTIVITY.

Lucile Kamar, **Head of Diversity, and Inclusion, ITN**, Susannah Burock, **VP Global Workplace Experience Manager, Corporate Real Estate & Services, Swiss Re**, Brian Nicholas, **Associate Operations & Common Services, UNICEF** and others to be announced.

In a hybrid world where employees are split across virtual and physical spaces, many organisations face the challenge of integrating a diverse and inclusive culture deeply into the business. How can you create a truly effective, inclusive workplace? Our panel will delve deeper into what you can do to drive this change, with employee experience, wellbeing and productivity at the forefront.



Swiss Re



unicef 

## THE SPARKLE OF INNOVATION: PLANNING AND DESIGNING FOR CROSS-POLLINATION.

Luca Bussolino, **Head of Strategy + Innovation, Carlo Ratti Associati**

CARLO  
RATTI  
ASSOCIATI

Working with Massachusetts Institute for Technology (MIT), Carlo Ratti Associates new research around communication patterns in remote working reveals how bringing people together from different backgrounds can create innovation. Luca explores whether online working prevents serendipitous conversations and constrains innovation; whether the future of working is, at least in part, in the office; and also reveals patterns in behaviour needed to create the effective office of the future

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THURSDAY 25TH MAY

## CASE STUDY: HENN

Markus Jakobi, **Head of Workplace, HENN** and Katrin Jacobs, **Interior Design Director & Partner, HENN**



Europe's largest communications firm, Service Plan, have relocated to its new 40,000sqm House of Communication in Munich. Devised on the concept of urbanism, the city-like HQ has created a distinctive spatial identity for the company, rooted by their ideals of openness and collaboration. The design concept brings together 40 different agencies and 1,700 employees, who completed the 6km move through the city in an elaborate and unique way: whether by each employees own choice of e-scooter, horse-drawn carriage, vintage BMW or skateboard. Aligning with the needs of the employees, the open-plan design by HENN fosters creativity and activity-based working, bringing employees together in a vibrant community hub. Setting the bar high for the modern office, the employee's perspectives has changed to somewhere they WANT to be, not HAVE to be. Markus and Katrin share the journey, history and thoughts behind the space and reveal their take on a truly meaningful workplace experience.

## LUNCH BREAK AND WORKPLACE TOURS OF EDGE GRAND CENTRAL

### 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 Berlin and beyond.

## HOW TO THRIVE IN A HYBRID WORLD

Eidin Madjidpour, **Workplace Business Solutions Consultant** and Anjula Manamperi, **Workplace Business Solutions Consultant, Gallup**



For many businesses, hybrid and flexible working arrangements are here to stay. This fundamental change in how work gets done offers both opportunities and significant challenges. In today's disrupted workplace, managers must adopt a fundamentally different approach to managing and developing their teams. In this session Eidin and Anjula will reveal Gallup's latest workplace research, insights and advice for hybrid strategies that address these challenges and enable employees and businesses to thrive.

## EMERGING TECH: SHAPING WAY WE WORK

Speakers to be announced.



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.

## KEYNOTE SESSION

Speaker to be announced.

Session to be announced.

## NETWORKING & COFFEE BREAK

# CONFERENCE AGENDA PREVIEW

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## THEME: FUTURE WAYS OF WORKING IN GERMANY

What strategies are companies and organizations in Germany adopting to accommodate for new ways of working, and what is the impact on commercial real estate? What's in store for the future, how should business leaders respond and what should they prioritise in order to best prepare.

## CASE STUDY: EDGE SUEDKREUZ, GERMANY'S MOST SUSTAINABLE OFFICE BUILDING.



Vattenfall has moved into their new Berlin HQ – Germany's most sustainable, wooden-hybrid, user-centric and all-over impressive EDGE Suedkreuz Berlin. In this session, we will hear from both the tenant and the developer of this building how – when working hand in hand – next generation office buildings can be created that will help all parties involved achieve their goals around ecological sustainability and user-wellbeing.

## EXPERT PANEL: REIMAGINING THE FUTURE OF THE FINANCIAL WORKPLACE

Simone Endres, **Head of Workplace Transformation and Corporate Real Estate Management, Sparda Bank** and others to be announced.

**Sparda-Bank**

In this session our expert panellists will examine how financial services employers in Germany are innovating their workplace strategies and adopting flexible and remote policies to support hybrid working models. Offering varying perspectives, from within the financial workplace, our experts will also discuss the obstacles that may impact the ability to innovate and adopt flexible work practices.

## KEYNOTE SESSION

Speaker to be announced.

Session to be announced.

## CHAIRPERSON'S CLOSING REMARKS

Allan Chester, **CEO & Founder, any2any GmbH**

Kasia Maynard, **Research Communications Strategist, Gensler**



## NETWORKING DRINKS

## CONFERENCE CLOSE

\*\*\* There are limited opportunities within the agenda for commercial partners to deliver relevant thought-leadership messages to our global audience of senior workplace professionals. For more information please contact Ellie Dowds at [ellie.dowds@worktechevents.co.uk](mailto:ellie.dowds@worktechevents.co.uk)

# CONFERENCE VENUE



## EDGE Grand Central Berlin

Located next to Berlin Hauptbahnhof, EDGE Grand Central, winner of the Urban Land Institute Excellence Award, was certified as a DGNB Platinum building and will be delivered as the smartest and most innovative office building in Germany. Equipped with a state-of-the-art IP backbone, EDGE Grand Central aims to minimize energy usage and will connect everyone and everything wired in or wirelessly, making working lives easy and enjoyable.

Developed around EDGE Technologies' 3 principles of clever spatial, functional and technical design, it delivers a dynamic environment where general office health is key. This is a place that inspires a real enjoyment of working within it, and where sustainability comes first. A development to attract top business talent, it will match the ambitions of any large or small companies looking to grow alongside their building.

EDGE Grand Central Berlin is adjacent to Berlin Hauptbahnhof, a transport hub of the city. So travel with us into an intuitive building using smart technology that puts the needs of its workforce first.

## GETTING HERE

### VENUE ADDRESS

Rosenthaler Strasse 40, 10178 Berlin (Hackesche Höfe.)  
Germany

### PUBLIC TRANSPORTATION

By Tube/Train:

EDGE Grand Central Berlin is located a 3-minute walk away from Grand Central Station.

At the main station there are connections to the following local transport lines:

S-Bahn: S5, S7, S75

Subway: U55

Bus: TXL, 120, 123, 142, 147, 245, M41, M85, N20, N40

Tram: M5, M8, M10

Berlin Brandenburg Airport is Berlin's main airport. The Journey from the airport to the venue can take approximately between 30-55 minutes.

The Airport Express train (FEX) runs from Hauptbahnhof to BER Terminal 1/2. The journey takes about 30 minutes. Alternatively, you can take the S-Bahn line S9, which terminates at the station BER Airport Terminal 1/2. The journey by S-Bahn takes around 55 minutes

### PARKING

Parking spaces are available in front of the building. Also to the rear of the building is the main station car park, which could also be used (Rückseite Hauptbahnhof Berlin and DB BahnPark Tiefgarage Hauptbahnhof P1).

# KEY INFORMATION

## Date & Venue

When: Thursday 25th May 2023

Where: EDGE Grand Central Berlin

## How to book:

Visit: [www.worktechevents.com/events/worktech23-berlin/](http://www.worktechevents.com/events/worktech23-berlin/)

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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!

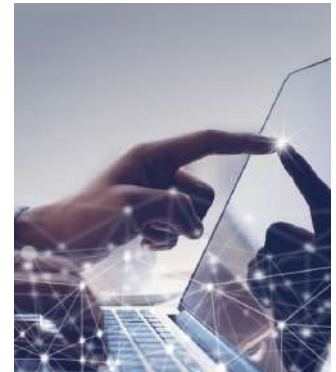
If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

## 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. Apply here: <https://bit.ly/3jiHC4b>

For more information on the above initiatives, please contact:

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