

# 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

## EVENT SPONSORS

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Caroline Bell

Managing Director,  
WORKTECH Events

## A warm welcome to WORKTECH23 Berlin

WORKTECH23 Berlin is the conference for all those involved in the future of work and the workplace as well as real estate, technology and innovation.

WORKTECH brings innovative ideas and inspiration to the workplace community through inter-disciplinary speakers and learning experience to enhance creativity and move thinking forward.

Join over 100 senior professionals from real estate, facilities, HR, technology, executive management, architecture, design and professional advisors to listen to global thought leaders, further their knowledge and share best practise and expertise.

Alongside the conference, we will have a curated innovations exhibition taking place in the breakout areas for attendees to meet with our education partners, complementing learning during the day.

On the day, there will be networking breaks, allowing attendees time to meet the other participants. After the conference closes, all delegates will be invited to continue networking at the WORKTECH drinks reception.

We hope you will be able to join us and we are looking forward to welcoming you to the event on May 25th.

Warmest regards,  
Caroline



# CONTENTS



**SPEAKERS**



**SESSIONS**



**CONFERENCE AGENDA**



**VENUE**



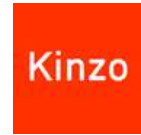
**WHO ATTENDS**



**KEY INFORMATION**

# WORKPLACE TOURS

Delegates can register their interest to join us on Wednesday 24th May for an exclusive tour of Nike's new One Central HQ, the Sony Center and the newest Smart Buildings in the EDGE Collection. *Please note that spaces are limited.*



EDGE

## NIKE ONE CENTRAL HQ

The new Nike Central HQ sits right in the middle of Friedrichshain, fading into the urban fabric of the neighborhood. The result is a diverse office campus consisting of flexible working areas for up to 300 employees, and includes catered spaces for influencers and athletes, showrooms, and multiple sports facilities.



## SONY CENTER



Commissioned by the Canadian investment company Oxford Properties Group, the Berlin-based architectural firm Kinzo developed a holistic placemaking concept for the revitalization of the Sony Center site at Potsdamer Platz. The new approach helped the Potsdamer Platz to realize its full potential – as a lively meeting place for visitors and as an attractive location for businesses, retailers and restaurants.

## EDGE SUEDKREUZ BERLIN

EDGE Suedkreuz Berlin has been titled Germany's most sustainable building and biggest freestanding hybrid-timber project, one of the largest in Europe. The two-building office ensemble, using a modular wood-hybrid construction has been 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; 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.



# MEET THE SPEAKERS



WORKTECH23 Berlin 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 over 15 speakers, including leading international thinkers from industry and academia.

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](http://www.worktechacademy.com)

## Full list of speakers

Alison Kilby **Arup**  
Allan Chester **Any2Any**  
Andreas Ludwigs **Axel Springer**  
Anjula Manamperi **Gallup**  
Brian Nicholas **UNICEF**  
Dirk Dittrich **EDGE**  
Eidin Madjidpour **Gallup**  
Helge Podolski **3kubik**  
Iona Jablonsky **Oxford Properties Group**  
Jeremy Myerson **WORKTECH Academy**  
Juriaan Van Meel **Center for People & Buildings**  
Kasia Maynard **Gensler**  
Katrin Jacobs **HENN**  
Kay Sargent **HoK**  
Luca Bussolino **Carlo Ratti Associati**  
Lucile Kamar **ITN**  
Marc Gille **Thing-IT**  
Mark Heyen **3kubik**  
Markus Jacobi **HENN**  
Morgan Widung **Sony Nimway**  
Nikolay Grachev **Yoffix**  
Philip Tidd **Gensler**  
Ralf Dassau **Vattenfall**  
Simone Endres **Sparda Bank**  
Sonja Jungnitsch **Gensler**  
Stephan Berchtold **Academic**  
Susannah Buroch **Swiss Re**  
Tobias Enders **GMS**

Additional speakers to be announced



Eidin Madjidpour Gallup



Kay Sargent HoK



Simone Endres Sparda Bank



Jeremy Myerson WORKTECH Academy



Lucile Kamar ITN



Juriaan Van Meel BriefBuilder

# SESSION HIGHLIGHTS



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?

## People Centred Workplaces: Cultivating Culture, Collaboration & Engagement

How can companies make the office an attractive proposition to employees who now have more choice in where and how they work? How can we create positive workplace experience and seamless collaboration in our new hybrid world. We examine the post pandemic impact on work, space, buildings and the effects on employee and company productivity and well-being, behaviour and culture

## 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.

## 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.

### KEY THEMES

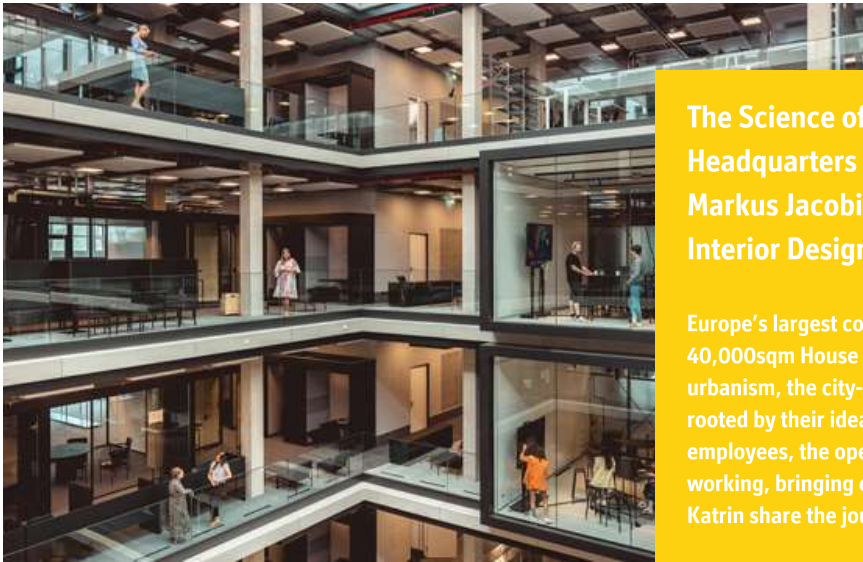
THE NEW WORLD OF WORK:  
CHALLENGES & EMERGING TRENDS

PEOPLE CENTRED WORKPLACES:  
CULTIVATING CULTURE,  
COLLABORATION & ENGAGEMENT

DATA-DRIVEN WORKPLACE  
STRATEGIES AND  
TRANSFORMATIONS

FUTURE WAYS OF WORKING IN  
GERMANY





## The Science of Communication: Inside Serviceplan's City-Like Headquarters

Markus Jacobi, 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. 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. Markus and Katrin share the journey, history and thoughts behind the design.

## Surviving or Thriving: Supporting Wellbeing in Hybrid working environments

Lucile Kamar, Head of Diversity, and Inclusion, ITN

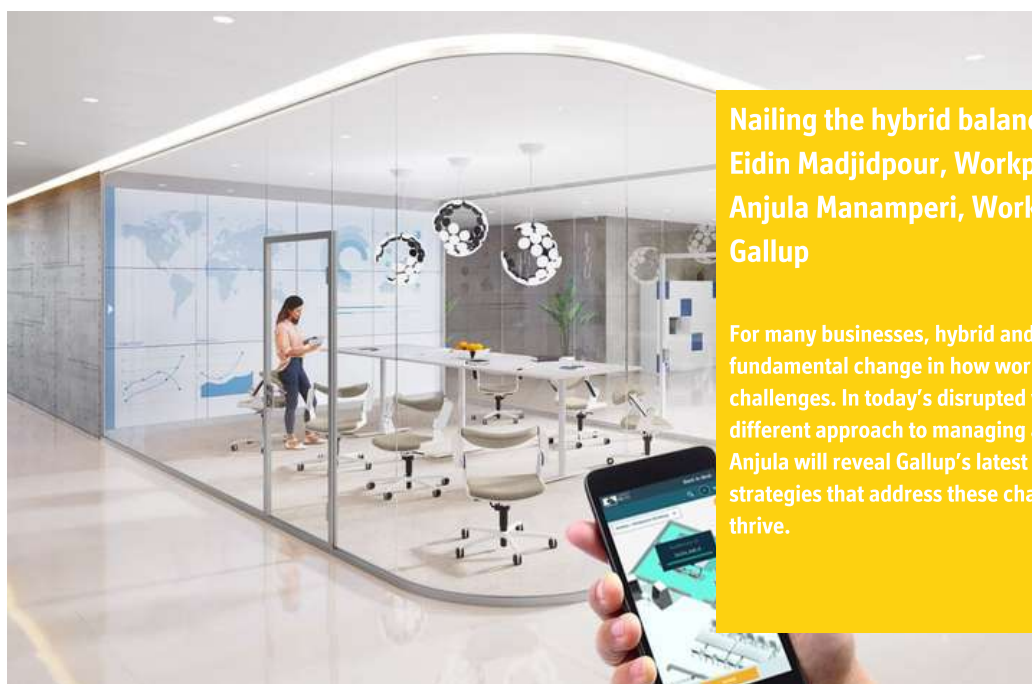
The recent hybrid working environment has created new challenges for leaders and employees. This session will cover the importance of wellbeing, inclusion and belonging to support productivity in hybrid environments, and will help breaking taboos & removing stigmas on conversations around mental health,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



## Nailing the hybrid balance between people, place and technology

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.





## 08:30 CONFERENCE OPENS

## 08:30 REGISTRATION AND PRE-EVENT NETWORKING

## 09:00 CHAIRPERSON'S WELCOME

Alan Chester, CEO & Founder, AnytoAny GmbH and Kasia Maynard, Research Communications Strategist, Gensler



## 09:10 WELCOME TO EDGE

Dirk Dittrich, Director Corporate Relations, Edge



### 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?

## 09:15 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...

## 09:40 NEW WAYS OF WORKING: THEN & NOW

Juriaan van Meel, Author, Chair of the 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.

## 10:05 WHAT WORKERS WANT: FINDINGS FROM GENSLER'S 2023 GERMANY WORKPLACE SURVEY

Philip Tidd, Principal/ Managing Director, Gensler



The Gensler Research Institute has been monitoring developments in Workplace Effectiveness over 18 years of continuous research through their Workplace Surveys (WPS). Having conducted its last Germany WPS in 2019 - just before the Covid-19 pandemic - their latest research charts what has changed in Germany and which New Work experiences would help to bring more employees back to the office?

## 10:20 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.

## 10:55 FIRESIDE CHAT: NEURODIVERSITY AND WORKPLACE INCLUSION

Kay Sargent, **Senior Principal, Director of WorkPlace, HOK** and Alison Kilby, **Associate, Arup**



Work environments today need to be designed to be inclusive for all. We need to go beyond to address the nuances needed to accommodate different 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. In this session Kay and Alison delve deeper into Arup's initiatives around neurodiversity.

## 11:20 SURVIVING OR THRIVING: 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.

## 11:30 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 Dr Stephan Berchtold, **Academic**



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.

## 12:00 THE SCIENCE OF COMMUNICATION: INSIDE SERVICEPLAN'S CITY-LIKE HEADQUARTERS

Markus Jacobi, **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. 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. 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 design. Additionally, they offer a sneak peek into their recent research project focused on visualizing informal communication patterns in contemporary offices, based on real time user data. This project seeks to understand the spatial dependencies of informal communication, arguably the most effective driver of information exchange in offices, a concept that also forms the basis for the Service Plan HQ's innovative design.



## 12:15 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.

## 13:20 NAILING THE HYBRID BALANCE BETWEEN PEOPLE, PLACE AND TECHNOLOGY

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.

## 13:45 ENTICING EMPLOYEES BACK TO THE OFFICE THROUGH STATE-OF-THE-ART TECHNOLOGY

Tobias Enders, **CEO, GMS** and Dr. Marc Gille, **CEO of thing-IT**



In this session, GMS and thing-IT showcase a new office project that includes a holistic Smart Building platform, with a variety of use cases and high-end AV technology to enable hybrid communication and create an attractive, enticing workplace for employees. The single most common characteristic that small firms, start-ups and growth companies share with the large corporate employers is an increasing reliance on technology to get work done in the hybrid era. Consequently, investment into technology has never been so crucial and can hugely impact the SME workplace experience if done correctly.

## 14:10 EMERGING TECH: SHAPING THE WAY WE WORK

Moderated by Nikolay Grachev, **Co-Founder and CEO, Yoffix** and Morgan Widung, **Senior Sales Manager, Sony Nimway** and others 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.

## 14:40 BEST PRACTICE CASE STUDY: SOLUVIA ENERGY SERVICES

Helge Podolski, **Senior communication consultant, 3kubik** and **Soluvia Energy Services**.



Good knowledge management must be distributed across many shoulders and optimally integrated into the working methods of all employees. Only in this way can information be reliably kept up to date and the acceptance of all users be kept high. In the presentation, Helge will talk about their experiences, highlights and motivation holes of the project to introduce a new, clear knowledge management at Soluvia Energy Services GmbH.

## 15:05 NETWORKING & COFFEE BREAK

## 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.

### 15:40 CASE STUDY: EDGE SUEDKREUZ, GERMANY'S MOST SUSTAINABLE OFFICE BUILDING AND USER-CENTRIC HOME TO VATTENFALL

Ralf Dassau, **Project Leader Workplace and Change Management, Vattenfall** and Dirk Dittrich, **Director Corporate Relations, EDGE** and others to be announced.



EDGE Suedkreuz Berlin is Germany's biggest freestanding hybrid-timber project and one of the largest in Europe. In line with Vattenfall's corporate strategy, as well as that of EDGE Technologies, sustainability has been imperative from the very beginning of the project. The aim was to reduce the building's carbon footprint, to use sustainable and healthy materials, and to consider the well-being of the future occupants. In 2022, the German Sustainable Building Council (DGNB) designated the project as Germany's most sustainable building. In this session EDGE, Vattenfall and DGNB elaborate on how the focus on ecological sustainability and wellbeing of employees impacts the future readiness of both corporates and the built environment and share insights 6 months in, following the move.

### 16:00 EXPERT PANEL: THE FUTURE OF THE WORKPLACE IN GERMANY

Simone Endres, **Head of Workplace Transformation and Corporate Real Estate Management, Sparda Bank**, Iona Jablonsky, **Asset Management - Europe, Oxford Properties Group**, Sonja Jungnitsch, **Associate, Gensler**, Andreas Ludwigs, **Head of Real Estate at Axel Springer Services & Immobilien GmbH**, and others to be announced.



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

### 16:30 THE SPARKLE OF INNOVATION: PLANNING AND DESIGNING FOR CROSS-POLLINATION

Luca Bussolino, **Head of Strategy + Innovation, 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

### 16:50 CHAIRPERSON'S CLOSING REMARKS

Alan Chester, **CEO & Founder, AnytoAny GmbH** and Kasia Maynard, **Research Communications Strategist, Gensler**



### 17:00 NETWORKING DRINKS

### 18:00 CONFERENCE CLOSE



# 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

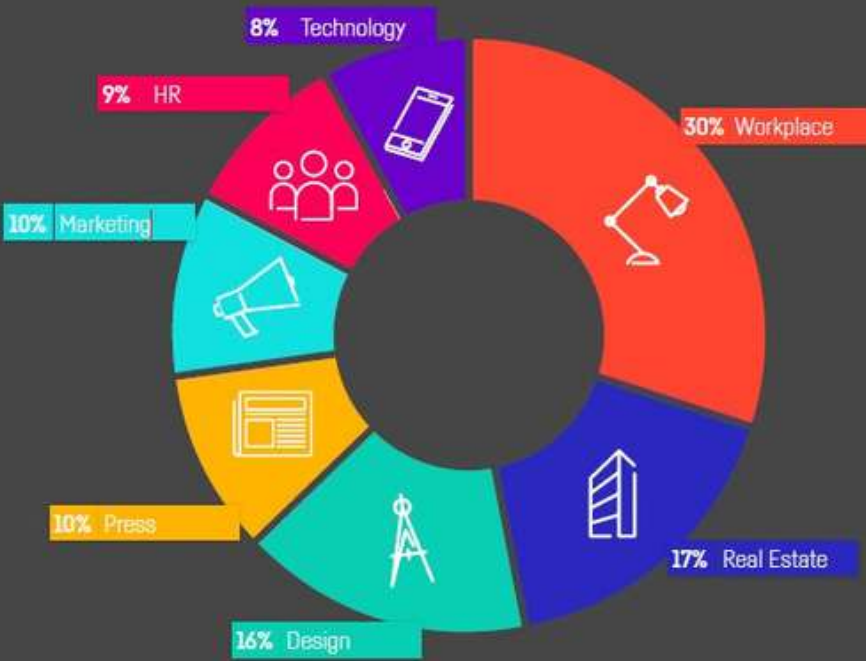
Berlin Brandenburg Airport is Berlin's main airport. The Journey from the airport to the venue can take approximately between 30-55 minutes.

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).

# WHO ATTENDS



The choice of speakers was really inspiring offering great variety across a range of relevant topics.

DELEGATE, GSK



Informative, insightful, well planned, great speakers, something new every time!

DELEGATE, UNILEVER



# BOOK NOW

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



# 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/)

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

For more information on the above initiatives, please contact:

[sally.rafferty@worktechevents.co.uk](mailto:sally.rafferty@worktechevents.co.uk)



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