

WORKTECH™ Seattle

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

PEOPLESPLACE, 821 2ND AVE, SEATTLE

THURSDAY, OCTOBER 5TH 2023

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Conference Producer,
WORKTECH Events

A warm welcome to WORKTECH23 Seattle

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 October 5th.

Warmest regards,
Samantha

CONTENTS



SPEAKERS



SESSSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS

Technology
thing is measured and optimized, efficient and
ible and transparent.



WORKTECH23 Seattle 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

Boaz Ashkenazy **Simply Augmented**
Lyle Bicknell **City of Seattle**
Danielle Bowman **PeopleSpace**
Evan Brennan **CXApp**
Michelle Caldwell **Synozur Alliance**
Gurneet Singh Dandona **McKinsey & Company**
Abigail Donovan **IA Interior Architects**
Grant Eoff **Google**
Kate Ertmann **Kate Loves Math**
Barbara Greenberg **Changeship**
Emily Heath **Google & Boldly Belonging**
Brian David Johnson **Arizona State University**
Michael Kimble **Envoy**
Eric Lonergan **Savills**
Lucy Norris **Adobe**
Clark Pickett **IA Interior Architects**
Jemma Radick **IA Interior Architects**
Kelly Robinson **Kelly A. Robinson Designs**
John Scherer **Microsoft**
Rachel Smith **Seattle Metropolitan Chamber of Commerce**
Tomi Teikko **Haltian**
Lauren Tichy Cruz **SERA Architects**
Andy Umans **Modo Labs**
Marc Weigum **Cumming Group**
Howard York **PeopleSpace**



Grant Eoff, Google



Lucy Norris, Bon Appétit at Adobe



Emily Heath, Boldly Belonging / Google



Kelly Robinson, Workplace Designer



Brian David Johnson, ASU



John Scherer, Microsoft



Gurneet Singh Dandona, McKinsey & Company



Jemma Radick, IA Interior Architects



Rachel Smith, Seattle Metropolitan Chamber of Commerce



Eric Lonergan, Savills



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:

Work Disrupted

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.

Workpla

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.

People-Centric Workplace Strategies

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.

The Future of Commercial Real Estate & Urban Innovation in Seattle

What strategies are organisations adopting to bounce back from the coronavirus and what is the impact on the built environment, commercial real estate and urban innovations in Seattle?

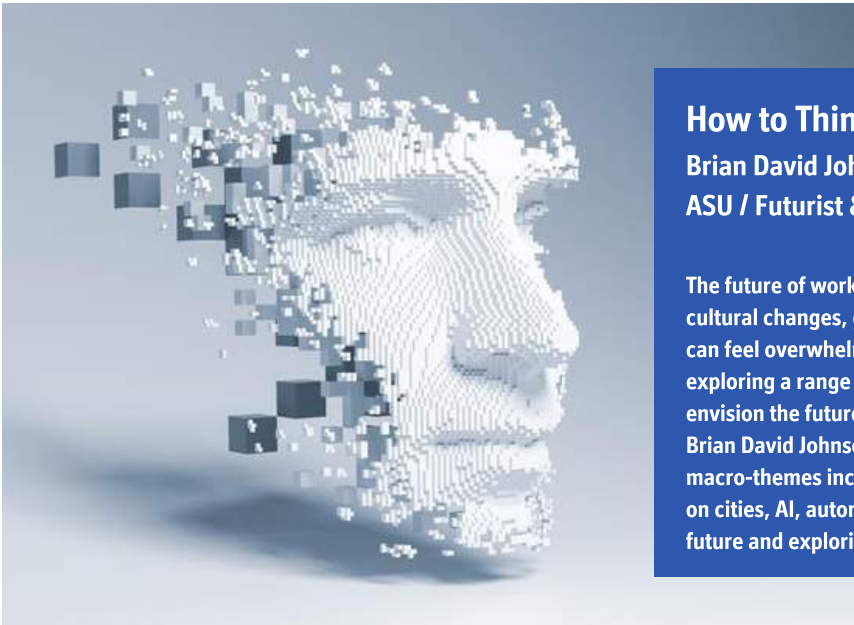
KEY THEMES

WORK DISRUPTED

THE CONNECTED WORKPLACE

PEOPLE-CENTRIC WORKPLACE STRATEGIES

THE FUTURE OF COMMERCIAL REAL ESTATE IN SEATTLE



How to Think Like a Futurist

Brian David Johnson, Best-Selling Author & Futurist in Residence, ASU / Futurist & Fellow, Frost & Sullivan

The future of work can often feel uncertain and complex. Emerging technologies, cultural changes, geopolitical conflicts, climate disruptions and shifting economies can feel overwhelming and bleak. But what if you could think like a futurist, exploring a range of possible and potential futures? What if you had the ability to envision the future you want and the tools to get you there? Futurist and author Brian David Johnson will share insights on how to think like a futurist, addressing macro-themes including the purpose of the office, the influence of workplace trends on cities, AI, automation and the workforce of the future, dispelling myths about the future and exploring what he sees coming for the future of work.

Urban Regeneration and the Influence of Evolving Workplace Trends on Seattle's Urban Landscape

Eric Lonergan Executive Managing Director and Co-Market Leader, Savills / Clark Pickett, Principal, Design Director, IA Interior Architects / Boaz Ashkenazy, Founder and CEO, Simply Augmented

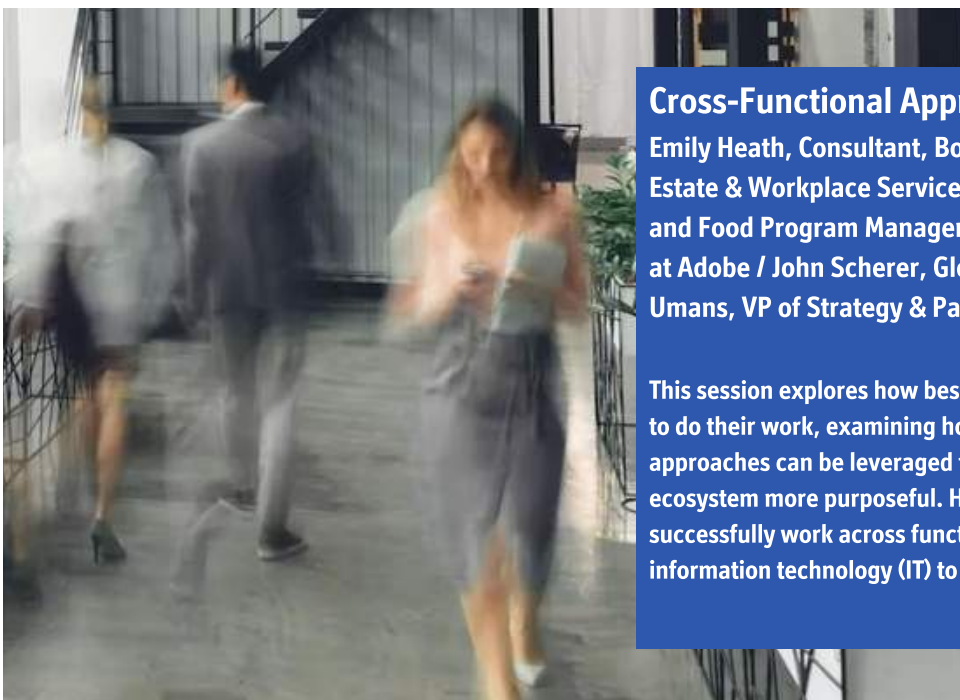
As workplace trends continue to evolve, they exert considerable influence on our cities' form and function. In this discussion, experts explore what the future holds for the Greater Seattle Area, discussing shifts in workplace and corporate real estate strategies and how these changes impact the future of our cities and the way people live, work and interact within them.



Cross-Functional Approaches to Workplace Experience

Emily Heath, Consultant, Boldly Belonging & Project Manager, Real Estate & Workplace Services, Google / Lucy Norris, Global Wellbeing and Food Program Manager, Global Workplace Experience, Bon Appétit at Adobe / John Scherer, Global Workplace Strategist, Microsoft / Andy Umans, VP of Strategy & Partnerships, Modjo Labs

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 functional real estate, human resources (HR) and information technology (IT) to deliver it?



CONFERENCE AGENDA

THURSDAY OCTOBER 5TH

PEOPLESPLACE, 821 SECOND AVENUE, SEATTLE

9:00AM - 4:30PM

8:30AM | CONFERENCE OPENS - REGISTRATION & PRE-EVENT NETWORKING

9:00AM | CHAIRPERSON'S OPENING REMARKS & WELCOME ADDRESS

Marc Weigum, Senior Director at Amazon, Cumming Group



Howard York, Managing Director, PeopleSpace

peoplespace

9:20AM | OPENING KEYNOTE: HOW TO THINK LIKE A FUTURIST



The future of work can often feel uncertain and complex. Emerging technologies, cultural changes, geopolitical conflicts, climate disruptions and shifting economies can feel overwhelming and bleak. But what if you could think like a futurist, exploring a range of possible and potential futures? What if you had the ability to envision the future you want and the tools to get you there? Futurist and author Brian David Johnson will share insights on how to think like a futurist, addressing macro-themes including the purpose of the office, the influence of workplace trends on cities, AI, automation and the workforce of the future, dispelling myths about the future and exploring what he sees coming for the future of work.

Brian David Johnson, Best-Selling Author & Futurist in Residence, ASU / Futurist & Fellow, Frost & Sullivan



9:50AM | EXPERT PANEL: URBAN REGENERATION AND THE INFLUENCE OF EVOLVING WORKPLACE TRENDS ON SEATTLE'S URBAN LANDSCAPE

Moderator: Eric Lonergan, Executive Managing Director, Co-Market Lead, Savills / Clark Pickett, Principal, Design Director, IA Interior Architects / Lyle Bicknell, Principal Urban Designer, Office of Planning & Community Development, City of Seattle / Boaz Ashkenazy, Founder and CEO, Simply Augmented / Rachel Smith, President and CEO at Seattle Metropolitan Chamber of Commerce

As workplace trends continue to evolve, they exert considerable influence on our cities' form and function. In this discussion, experts explore what the future holds for the Greater Seattle Area, discussing shifts in workplace and corporate real estate strategies and how these changes impact the future of our cities and the way people live, work and interact within them.



City of Seattle

SimplyAugmented



10:20AM | INTERACTIVE GROUP DISCUSSION



10:30AM | NETWORKING & COFFEE BREAK

11:00AM | MORE EARTH, LESS ROCKET: A METAPHOR FOR BETTER BALANCE IN A RAPIDLY CHANGING WORLD

Kelly Robinson, Workplace Designer (Airbnb, SoundCloud, Headspace) / Founder and Principal, Kelly A. Robinson Designs

Kelly Robinson



Riding the waves of a rapidly changing world requires anchoring into principles that stand the test of time. In this light-hearted and interactive talk about aiming for better balance across organisations and industries, Kelly explores why continuing to lean more into feminine principles could be what allows us to achieve that balance, and stay healthier in the long term as a result.

CONFERENCE AGENDA

THURSDAY OCTOBER 5TH

9:00AM - 4:30PM

PEOPLESPLACE, 821 SECOND AVENUE, SEATTLE

11:20AM | EXPERT PANEL: CROSS-FUNCTIONAL APPROACHES TO WORKPLACE EXPERIENCE

Moderator: Emily Heath, **Consultant, Boldly Belonging & Project Manager, Real Estate & Workplace Services, Google** / Lucy Norris, **Global Wellbeing and Food Program Manager, Global Workplace Experience, Bon Appétit at Adobe** / John Scherer, **Global Workplace Strategist, Microsoft** / Andy Umans, **VP of Strategy & Partnerships, MODO Labs**

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 functional real estate, human resources (HR) and information technology (IT) to deliver it?



11:50AM | AUDIENCE INTERACTION

12:00PM | THE DATA DRIVEN WORKPLACE: BOLD, INFORMED DECISION MAKING

Michael Kimble, **Sales Manager, Mid-Market, Envoy**



While leaders don't agree on everything, they all agree that the success of their businesses depend on their ability to make smart, informed workplace decisions backed by data. Learn the latest ways organizations are using data to confidently anticipate workspace needs, reallocate precious operational spend, and measure the success of in-office policies.

12:05PM | CREATING CONNECTION & ENGAGEMENT: WHY WORKPLACE EXPERIENCE MATTERS

Evan Brennan, **Senior Enterprise Territory Manager, CX App**



12:10PM | NETWORKING & LUNCH BREAK

1:15PM | BEYOND THE CUBICLE: CRAFTING THE HYBRID WORKPLACE WITH EMPATHY AND DATA

Tomi Tiekko, **Head and Founder of Empathic Building, Haltian**



What's the purpose of the workplace in this hybrid era? Discover why a proactive approach to reimagining workspaces is undeniably preferable to passive hope. Dive into the synergy of empathy and data as we navigate these challenges. Do you have the courage to challenge the status quo? Join us and be the vanguard of change.

1:30PM | A WORKFORCE THAT WORKS IN THE AGE OF GENERATIVE AI

Gurneet Singh Dandona, **Senior Expert, Associate Partner, McKinsey & Company**



The labor market is going through a seismic shift in the way people work and the work people do. Brace for further shake-ups, as 12 million workers are projected to switch occupations by 2030 in the US. The session will explore: Will gen AI be a job-destroyer for white-collar workers? How will structural factors like aging and healthcare needs, along with federal investment in energy and infrastructure, and other macro drivers alter demand for certain jobs? With the economy reweighting toward higher-wage jobs, how can we solve mismatches, remake education, and connect workers with the training they need?

1:50PM | EXPERT PANEL: AI AND ITS IMPACTS ON BUSINESS AND HUMANITY

Moderator: Barbara Greenberg, **Founder and CEO, Changeship** / Gurneet Singh Dandona, **Senior Expert, Associate Partner, McKinsey & Company** / Michelle Caldwell, **CEO, Synozur Alliance**



In this discussion, we explore the ways in which AI will and won't transform the workplace, aiming to cut through the dialogue about chat-bots and artificial intelligence and get to the specifics of how these technologies affect us all. Covering topics such as sustainability, AI ethics, the impact of new technology on the jobs market and setting AI in-context with other major technology trends, they will provide an overview into where AI is going in the next few years and how we can best prepare for the transformations it will bring.

CONFERENCE AGENDA

THURSDAY OCTOBER 5TH

9:00AM - 4:30PM

PEOPLESPLACE, 821 SECOND AVENUE, SEATTLE

2:20PM | INTERACTIVE GROUP DISCUSSION



2:30PM | NETWORKING & COFFEE BREAK

3:00PM | A NEURODIVERSE PERSPECTIVE ON INCLUSIVE DESIGN IN THE WORKPLACE

Moderator: Jemma Radick, [Experiential Design Director | Senior Associate, IA](#) / Abigail Donovan, [Designer | Associate, IA](#) / Danielle Bowman, [Manager of Client Engagement, PeopleSpace](#)

In this panel discussion designers, product reps and clients who are neurodivergent themselves will share their personal challenges, experiences, and insights about what makes a workplace truly inclusive for neurodiverse individuals. What works, what doesn't, and what's missing from what we are seeing in workplace design today that we could integrate in the future?



3:30 PM | FAILING FORWARD: A WORKPLACE EXPERIMENT FOCUSED ON THE DESIGN, OPERATIONS AND LOGISTICS REQUIRED TO SUPPORT THE WAY PEOPLE ARE WORKING

Grant Eoff, [Workplace Services Manager, Real Estate & Workplace Services, Google](#) / Lauren Tichy Cruz, [Project Designer, SERA Architects](#)

This experiment summary highlights the design, operations, and logistics of a workspace that is optimized for human interaction. We explore the hypothesis that flexible, responsive, diverse solutions are critical to addressing evolving workplace demands. We'll share an overview of the design experiment, along with lessons learned and meaningful takeaways that can be applied to a variety of workspaces.



3:55PM | MATHEMATICAL LOGIC IS YOUR TEAM'S NEXUS: A NEW APPROACH TO COMMUNICATING ACROSS DISCIPLINES AND GENERATIONS

Kate Ertmann, [Organizational Design Consultant, Math Researcher and Writer, Kate Loves Math](#)

The most unpredictable variable in the Future of Work isn't the stock market, or real estate shifts, or even AI. Nope. It's humans, what with their independent thinking, generational experiences, and *{blah}* emotions. How will you return to your workplace and present your new-found learnings in a way that balances insight & guidance while honoring the talent & individuality of each of those humans on your team? You do it by jointly grounding those humans with math. Not arithmetic, but mathematical concepts that can ascribe meaning in order to problem-solve as one collective unit.



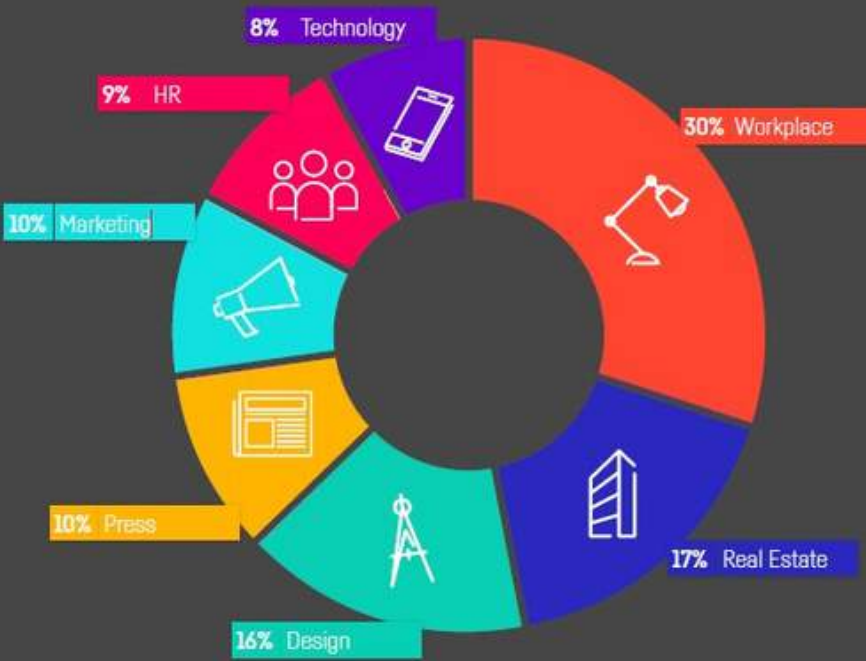
4:15PM | CHAIRPERSON'S CLOSING REMARKS

Marc Weigum, [Senior Director at Amazon, Cumming Group](#)



4:30PM | CONFERENCES CLOSES

WHO ATTENDS



Diverse group of speakers, wide variety of interesting topics, forward thinking & innovative sharing.

HEAD OF WORKPLACE, AMAZON



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

DELEGATE, UNILEVER



BOOK NOW

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

KEY INFORMATION

Date

When: Thursday October 5th

Where: PeopleSpace, 821 2nd Avenue, Seattle

How to book:

Visit: www.worktechevents.com/events/worktech23-seattle/

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!

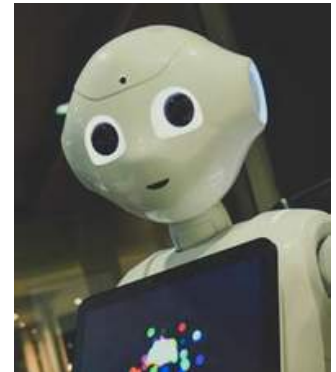
If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

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:

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