

# WORKTECH™ Paris

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

# EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

HAWORTH, 101 BD MURAT, 75016 PARIS

THURSDAY 1ST DECEMBER

9:00 - 16:00

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Conference Producer,  
WORKTECH Events

## A warm welcome to WORKTECH22 Paris

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 70 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 briefing 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 December 1st.

Warmest regards,  
Sophie

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**SPEAKERS**



**SESSSIONS**



**CONFERENCE AGENDA**



**VENUE**



**WHO ATTENDS**



**KEY INFORMATION**

# MEET THE SPEAKERS

WORKTECH22 Paris 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 briefing 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](http://www.worktechacademy.com)

## Full list of speakers

Audrey Zaimeche **M Moser Associates**

Audrey Barbier Litvak **Offishall**

Christophe Acher **Infogrid**

Hans Scholten **Capgemini**

Jérôme Spanek **Tech for Buildings**

Luca Bussolino **Carlo Ratti Associates**

Mary Jude Reidy **Deezer**

Pascal Hamonic **Haworth**

Renee Tordjeman **UnWork**

Stève Cattin **Locatee**

Uli Blum **Zaha Hadid Architects**



Luca Bussolino, Carlo Ratti Associati



Jérôme Spanek Tech for Buildings



Audrey Barbier Litvak Offishall



Mary Jude Reidy Deezer



Audrey Zaimeche, M Moser Associates



Uli Blum, Zaha Hadid Architects



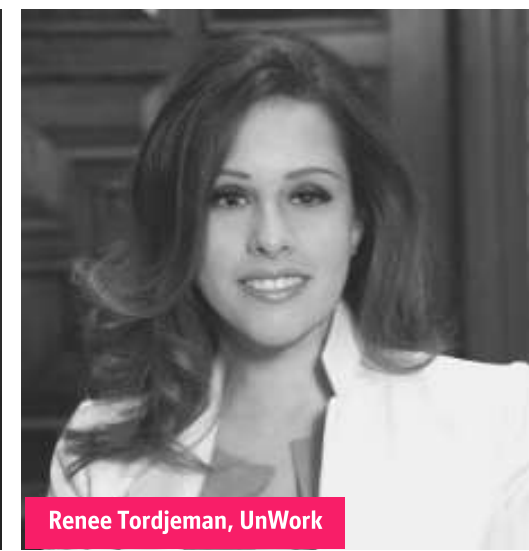
Stève Cattin Locatee



Christophe Acher, Infogrid



Hans Scholten, Caggemini



Renee Tordjeman, UnWork

# 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:

## Designing for the future

The pandemic has been a catalyst for 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 Centric Workplace Strategies

We observe 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?

## Smart places | Future technology

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.

## Reinventing Real Estate

What are the strategies that companies and organisations in Paris and beyond are adopting to bounce back from the coronavirus, and what is the impact on global commercial real estate?

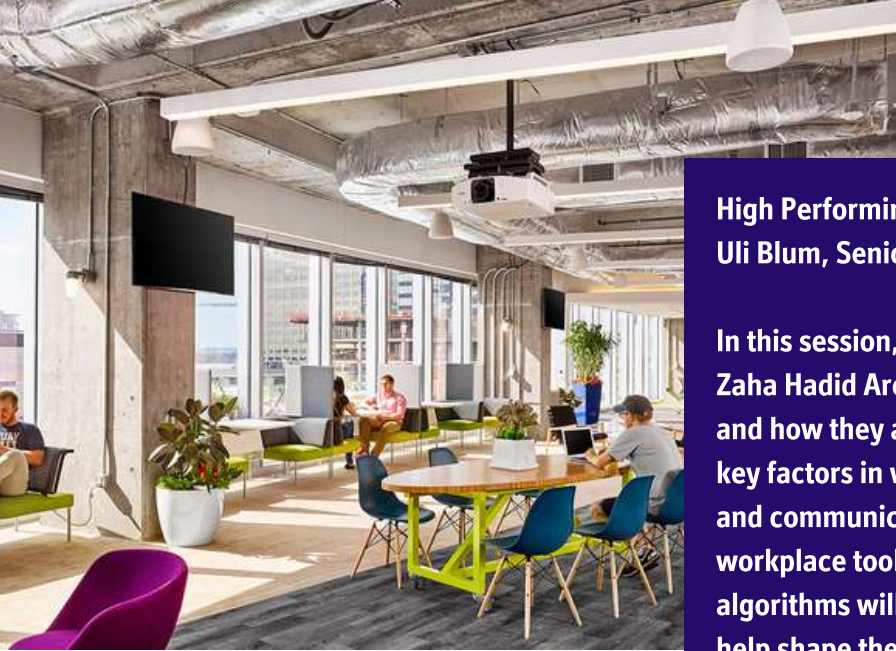
### KEY THEMES

DESIGNING FOR THE FUTURE

PEOPLE CENTRIC WORKPLACE STRATEGIES

SMART PLACES | FUTURE TECHNOLOGY

REINVENTING REAL ESTATE

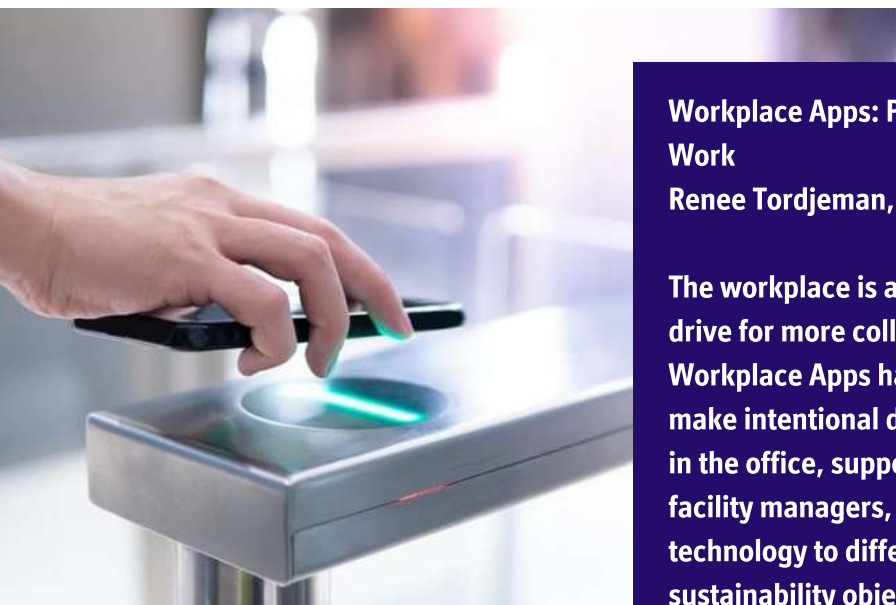


## High Performing Workplaces in a Global Context Uli Blum, Senior Associate, Zaha Hadid Architects

In this session, Uli will showcase the award-winning work by Zaha Hadid Architects and discuss the future of office buildings and how they are developing in a global context. Describing the key factors in workplace design as visibility, light penetration and communication potential; he explores how computational workplace tools, data analytics, sensor technology, and smart algorithms will impact how we design and what we design, to help shape the workplaces of tomorrow.

## Implementing a Global Smart Building 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.



## Workplace Apps: Purposeful Presence and Enabling the New World of Work

Renee Tordjeman, Workplace Innovation Consultant, UnWork

The workplace is adjusting to the new habits of hybrid working and the drive for more collaborative and efficient working environments. Workplace Apps have emerged as a powerful tool to empower staff to make intentional decisions about how and when they spend their time in the office, supporting effective hybrid work. How can HR teams, facility managers, and commercial real estate owners use app technology to differentiate, deliver incremental value and to meet sustainability objectives for their workplace? What are the pitfalls to look out for and the main considerations needed for success?

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

## BRIEFING OPENS

### 9:30AM WELCOME FROM CHAIRPERSON

Audrey Zaimeche, *Associate, Workplace Strategy, M Moser*

**MOSERASSOCIATES** 

#### THEME: WORK DISRUPTED | DESIGNING FOR THE FUTURE

The pandemic has been a catalyst for 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?

### 9:45AM HOW CAN WE DESIGN ORGANIC WORKSPACES TO HARNESS CREATIVITY? FRENCH

Pascal Hamonic, *Managing Director France, Haworth*

Pascal will tell the story of the beautiful showroom space we are experiencing today; how all clients, architects' dealers and members all came together, what the consequences are and how the space is used now.

**HAWORTH**

### 10:15AM THE SPARK OF INNOVATION: THE IMPORTANCE OF COLOCATION IN THE NEW DIGITAL AGE ENGLISH

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

COVID-19 accelerated the trends that were already ongoing since the early 2000s: thanks to the internet, everything can be done through a computer screen. We observed the MIT Campus before and during the pandemics, and thanks to e-mail tracking data, we can affirm that if we work, live and learn, uniquely through the digital layer we lose the dimension of serendipity, ultimately impoverishing our social network and not allowing cross-pollination of ideas to happen. How should we design the learning and workspaces of the future to leverage the new digital trends and yet favour serendipitous encounters?

**CARLO  
RATTI  
ASSOCIATI**

### 10:45AM COFFEE BREAK & NETWORKING

#### THEME: PEOPLE CENTRIC WORKPLACE STRATEGIES

We observe 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?

### 11:25AM EXPERT PANEL: ENABLING A HIGH-PERFORMING HYBRID WORKPLACE FRENCH

Moderator: Audrey Zaimeche, *Associate, Workplace Strategy, M Moser*  
Stève Cattin, *VP of Marketing and Head of People, Locatee*  
Mary Jude Reidy, *Global Workplace Director, Deezer*  
Audrey Barbier Litvak, *Co-founder & CEO, Offishall*

The purpose of the office has changed. Hybrid Working is the term on everyone's lips but for many, big questions remain unanswered; How do you bring the workforce back into the office? and What should that office look like? Creating a truly effective workplace has always required a perfect balance between people, place, and technology. Given this most recent and dramatic global shift in the way we work, how do we now best drive communication, motivation, engagement with the right facilities, tech, tools to work, think and collaborate.

**MOSERASSOCIATES** 

 **Locatee**

 **deezer**

 **Offishall.**



## 12:05PM THE HELP DOESN'T GET INVITED TO THE TABLE

ENGLISH

Mary Jude Reidy, *Global Workplace Director, Deezer*



How killing the internal client approach breaks silos and improves the employee journey and experience for all. The idea in practice at Deezer. A change in mindset that makes visible Workplace's value in day to day and key subjects like D&I and ultimately gets Workplace a seat at the table.

## 12:35PM LUNCH BREAK &amp; NETWORKING

## THEME: SMART PLACES | FUTURE TECHNOLOGY

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.

## 1:50PM IMPLEMENTING A GLOBAL SMARTBUILDING SOLUTION

ENGLISH

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.

## 2:15PM WORKPLACE APPS: PURPOSEFUL PRESENCE AND ENABLING THE NEW WORLD OF WORK

ENGLISH

Renee Tordjeman, *Workplace Innovation, UnWork*



The workplace is adjusting to the new habits of hybrid working and the drive for more collaborative and efficient working environments. Workplace Apps have emerged as a powerful tool to empower staff to make intentional decisions about how and when they spend their time in the office, supporting effective hybrid work. How can HR teams, facility managers, and commercial real estate owners use app technology to differentiate, deliver incremental value and to meet sustainability objectives for their workplace? What are the pitfalls to look out for and the main considerations needed for success?

## 2:45PM EXPERT PANEL: HOW SMART BUILDINGS WILL SUPPORT THE BUSINESS NEEDS OF TOMORROW

FRENCH

Moderator: Audrey Zaimeche, *Associate, Workplace Strategy, M Moser*  
 Christophe Acher, *Head of Sales - Southern Europe, Infogrid*  
 Jérôme Spanek, *Operator-integrator of tech solutions in commercial real estate, Tech for Buildings*

Experience – now more than ever – plays a pivotal role in how people perceive an organisation from the outside, and how they work together on the inside. As part of the return-to-work agenda, this panel will discuss why smart buildings are increasingly the workplaces of choice, and how people-focused innovations can support the evolving needs and future aspirations of the diverse businesses and people that inhabit such buildings.



## THEME: REINVENTING REAL ESTATE

What are the strategies that companies and organisations in Paris and beyond are adopting to bounce back from the coronavirus, and what is the impact on global commercial real estate?

### 3:20PM HIGH PERFORMING WORKPLACES IN A GLOBAL CONTEXT

ENGLISH

Uli Blum, *Senior Associate, Zaha Hadid Architects*

## Zaha Hadid

In this session, Uli will showcase the award-winning work by Zaha Hadid Architects and discuss the future of office buildings and how they are developing in a global context. Describing the key factors in workplace design as visibility, light penetration and communication potential; he explores how computational workplace tools, data analytics, sensor technology, and smart algorithms will impact how we design and what we design, to help shape the workplaces of tomorrow.

### 3:50PM CLOSING REMARKS FROM CHAIRPERSON

Audrey Zaimche, *Associate – Workplace Strategy, M Moser*

**MOSERASSOCIATES** 

### 4PM HAWORTH SHOWROOM WORKPLACE TOURS

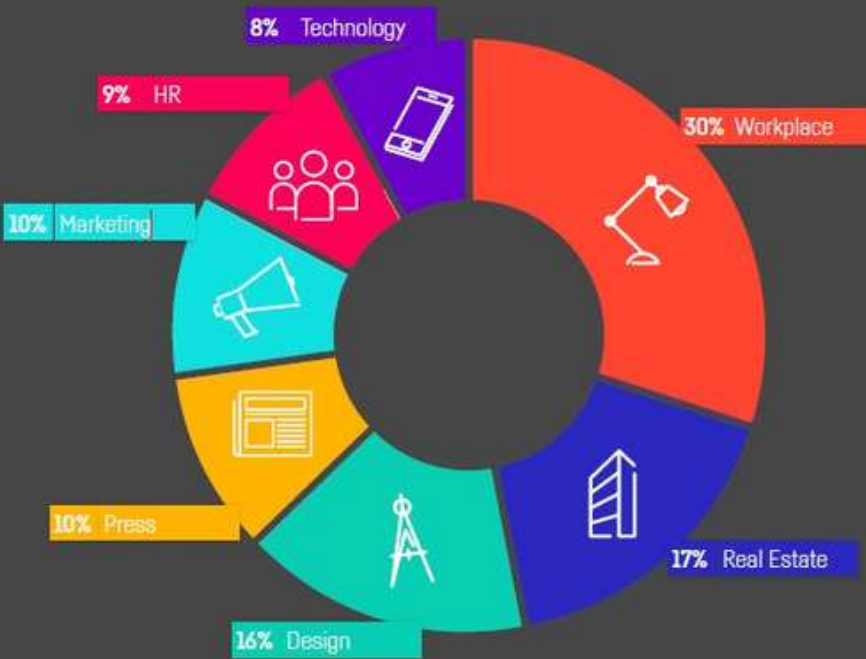
## HAWORTH

Haworth is a world market leader in the design and production of office worlds that can be easily integrated in all environments. The owner-managed company has its head office in Holland, Michigan, USA and Haworth has developed into a global player. The company is represented in more than 120 countries and maintains development and production facilities in China, France, Portugal, Switzerland, India and the USA. Haworth's Paris showroom is a place of creativity, communication and exchange, where Haworth shows what an Organic Workspace really is.



### BRIEFING 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-paris](http://www.worktechevents.com/events/worktech22-paris)

# KEY INFORMATION

## Date

When: Thursday 1st December 2022

Where: Haworth, 101 Bd Murat, 75016 Paris

## How to book:

Visit: [www.worktechevents.com/events/worktech22-paris](http://www.worktechevents.com/events/worktech22-paris)

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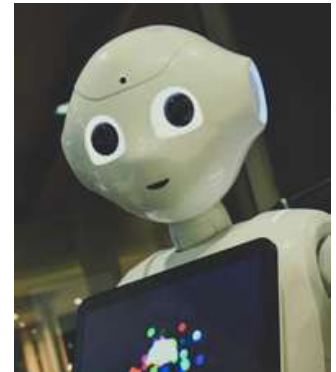
If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

## 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:

[kirsty.darlington@worktechevents.co.uk](mailto:kirsty.darlington@worktechevents.co.uk)



**WORKTECH™**

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