

# WORKTECH™ Manchester

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

# EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

CIRCLE SQUARE, MANCHESTER

WEDNESDAY 28TH JUNE 2023

09:00 - 17:00

TWENTY YEARS OF  
WORKTECH

20

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## EVENT SPONSORS

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Conference Producer,  
WORKTECH Events

## **A warm welcome to WORKTECH23 Manchester**

**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 June 28th.**

**Warmest regards,  
Sophie**

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**SPEAKERS**



**SESSIONS**



**CONFERENCE AGENDA**



**VENUE**



**WHO ATTENDS**



**KEY INFORMATION**

# MEET THE SPEAKERS



**WORKTECH23 Manchester 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](http://www.worktechacademy.com)

## Full list of speakers

Aaron Taylor Harvey Spaces Of  
April Burns AECOM  
Dan Piling TSK  
Daniel Hulme Satalia  
Diulia Servergnini Accenture  
Elizabeth Nelson Smart Building  
Collective | Certification  
Joanna Swash Money Penny  
Jodie Jill Thrive Law  
John Allen Bruntwood  
Joshua Whiteley Bruntwood SciTech  
Julia Hobsbawm OBE Author  
Kasia Maynard Gensler  
Katie McDwyer Accenture  
Lee Chambers Essentialise  
Lucile Kamar ITN  
Naomi Sakamoto Gensler  
Nigel Miller Cordless Consultants  
Shaney Studor Kelloggs Company





**Diulia Servergnini, Accenture**



**Aaron Taylor Harvey, Spaces of**



**Jodie Jill, Thrive Law**



**Joanna Swash, Money Penny**



**Lucile Kamar, ITN**



**Lee Chambers, Essentialise**



**Dan Piling, TSK**



**Julia Hobsbawm OBE, Author**



**Elizabeth Nelson, Smart Building Collective**



# 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 the UK as well as further afield.

## **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

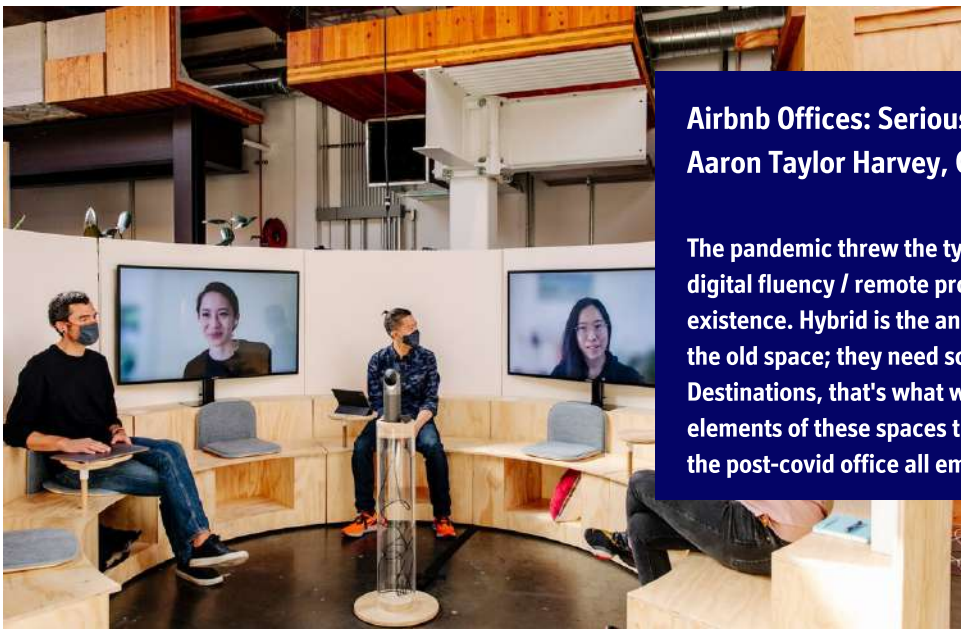
THE NEW WORLD OF WORK:  
CHALLENGES & EMERGING TRENDS

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.

## Unlocking Cost Efficiency Into Your Digital Workplace Strategy

Diulia Severgnini, Digital Workplace Consultant & Katie McDwyer, Senior Manager, Accenture

Workplaces have undergone a significant re-think about how and where work gets done with many organisations investing in a range of technology, processes, and support models to improve employees experience on site, at home or hybrid. Often investment decisions are made in isolation leading to inefficient operating methods with associated costly run rates, further impacted by the wider macro-economic climate. This session will discuss how organisations can build cost efficiency into their digital workplace strategy to drive ROI and enable future technology investments that will deliver a First-Class Employee Experience.



## 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.

## 08:30 REGISTRATION AND PRE-EVENT NETWORKING

## 09:00 CHAIRPERSON'S WELCOME



Kasia Maynard, Research Communications Strategist, Gensler

## 09:15 HOST WELCOME



Joshua Whiteley, Commercial Director, Bruntwood SciTech

### 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?

## 09:20 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 Collective | 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.

## 09:50 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.

## 10:20 NETWORKING & COFFEE 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 the UK as well as further afield.



### 10:50 WHAT WORKERS WANT

Naomi Sakamoto, Studio Director,  
European Technology Practice Lead,  
Gensler



Gensler surveyed thousands of UK office workers to understand what is and isn't working in the office today, and how to create a more compelling destination for employees. The data reveal that workers still value the office as a place to focus, and that they desire a diverse range of spaces to support work. This talk will explore how organisations can fine-tune their workplace recipe, to enable their talent to do their best work and use their office as a tool for transformation.

### 11:20 MAGNET OR MANDATE: THE GREAT DEBATE

April Burns, Senior Consultant, People +  
Place Advisory, AECOM



Organisations globally are facing similar challenges of underutilised real estate portfolios. Some of these organisations are using a mandate for their colleagues to return to the office to address low occupancy, but at what cost? Drawing on internal insights from recently opened AECOM offices in Glasgow and Manchester as well as global client challenges, April will discuss the potential impacts and opportunities that portfolio optimisation can have on human capital.

### 11:50 EXPERT PANEL: EMERGING TECH RESHAPING THE WAY WE WORK

Moderated by Kasia Maynard, Research  
Communications Strategist, Gensler with  
Nigel Miller, Managing Director, Cordless  
Consultants, and John Allen Digital  
Transformation Director, Bruntwood

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.



### 12:30 NETWORKING & LUNCH BREAK

#### THEME: 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.

### 13:30 UNLOCKING COST EFFICIENCY INTO YOUR DIGITAL WORKPLACE STRATEGY

Diulia Severgnini, Digital Workplace  
Consultant and Katie McDwyer, Senior  
Manager, Accenture



Workplaces have undergone a significant re-think about how and where work gets done with many organisations investing in a range of technology, processes, and support models to improve employees experience on site, at home or hybrid. Often investment decisions are made in isolation leading to inefficient operating methods with associated costly run rates, further impacted by the wider macro-economic climate. This session will discuss how organisations can build cost efficiency into their digital workplace strategy to drive ROI and enable future technology investments that will deliver a First-Class Employee Experience.

### 14:00 FIRST IMPRESSIONS COUNT: HOW FRONT OF HOUSE CAN ELEVATE THE WORKPLACE EXPERIENCE

Joanna Swash, Group CEO, Moneypenny and Julia Hobsbawm OBE, British entrepreneur, writer, and expert keynote speaker



Everyone knows that a receptionist can make a positive and lasting impression; conversely one who creates a negative impression stands a good chance of curtailing a relationship very quickly. The traditional front of house role is evolving, and business needs to keep up. Joanna Swash, Group CEO of Moneypenny, a global leader in outsourced calls, live chat and more, speaks to Julia Hobsbawm, British entrepreneur, writer, and expert keynote speaker to discuss the changing perceptions of facilities roles, their value and how technology can leverage customer experience to the next level.

### 14:30 EXPERT PANEL: CROSS-FUNCTIONAL APPROACHES TO THE WORKPLACE EXPERIENCE

Moderated by Kasia Maynard, Research Communications Strategist, Gensler with Dan Pilling, Workplace Strategy Consultant, TSK, and Shaney Studer, Senior Digital Workplace Manager, Kellogg Company

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?



### 15:10 NETWORKING & 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 discuss the post pandemic impact on work, space, buildings and the effects on employee and company productivity, well-being, behaviour, and culture.

### 15:40 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. This shorter session will lead into the below panel discussion.

### 15:50 EXPERT PANEL: DRIVING MEANINGFUL CHANGE TO CREATE AN INCLUSIVE WORKPLACE, CHAMPIONING DIVERSITY, WELLBEING AND PRODUCTIVITY

Lucile Kamar, Head of Diversity and Inclusion, ITN, Lee Chambers, Founder | Wellbeing Consultant | Business Psychology, Essentialise Workplace Wellbeing, and Jodie Hill, Managing Partner, Thrive Law

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 that ensures psychological safety? Our panel will delve deeper into what you can do to drive this change, with employee experience, wellbeing and productivity at the forefront.



### 16:25 AI AND ITS IMPACT ON BUSINESS AND HUMANITY

Daniel Hulme, CEO, Satalia, and Chief AI Officer, WPP



Daniel provides a framework for how people should think about AI (especially Generative AI), with entertaining examples and anecdotes. He argues that whilst these technologies are incredible at creating growth and streamlining operations, for companies to stay innovative they need to use AI to unlock the creative capacity of their workforce. Daniel will also cover the macro impact these technologies may have over the coming decades and suggests that it's within the gift of enterprise to make a better future for everyone.

### 17:00 CHAIRPERSON'S CLOSING REMARKS



Kasia Maynard, Research Communications Strategist, Gensler

### 17:15 CONFERENCE CLOSES

## CIRCLE SQUARE

Circle Square offers flexible workspaces and bespoke programmes of business support, helping creative, digital and technology businesses to form, scale and grow. Part of Circle Square is Manchester's Tech Incubator, home to a unique cluster of some of the region's most disruptive, fast-growing tech businesses.

Located in the heart of Manchester's innovation district and close to the city's major public transport hubs, Circle Square is surrounded by some of Manchester's finest academic, arts and cultural destinations.

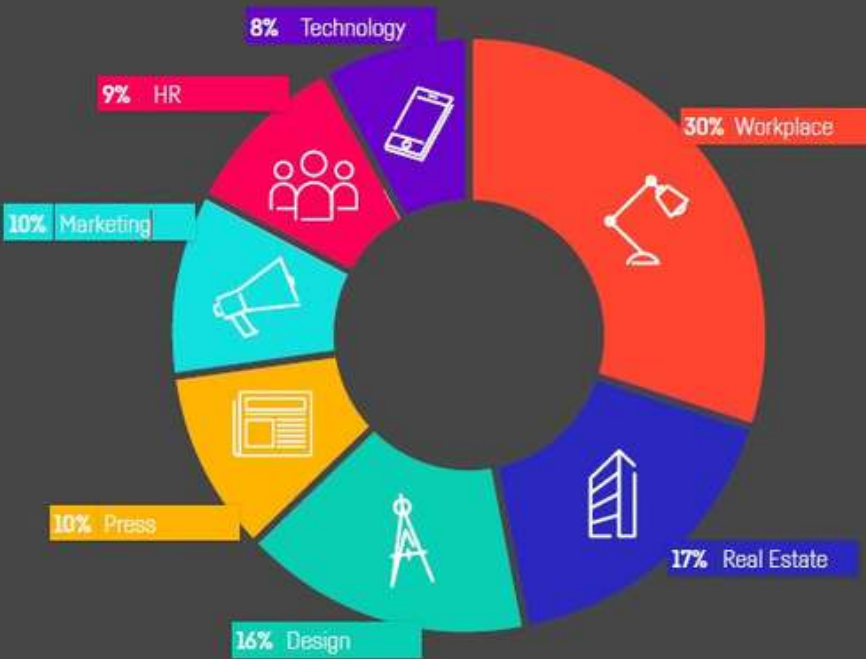
Ideal for start-ups, scale-ups and global corporates in:

Creative, digital tech, cyber security, AI, blockchain, VR, Engineering and more.





# 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



A fantastic and inspirational event ... with a large array of workplace professionals and case studies from a range of industries

PROPERTY PROGRAMME DIRECTOR, BBC



# BOOK NOW

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

# KEY INFORMATION

## Date

When: Wednesday 28th June

Where: Circle Square, Manchester

## How to book:

Visit:

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

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



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