

# WORKTECH™

## Copenhagen

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

TWENTY YEARS OF  
WORKTECH

20

EST. 2003

# EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

WEDNESDAY OCTOBER 4TH

DANISH ARCHITECTURE CENTRE, COPENHAGEN

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Caroline Bell

Managing Director,  
WORKTECH Events

## A warm welcome to WORKTECH23 Copenhagen

WORKTECH23 Copenhagen 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 October 4th.

Warmest regards,  
Caroline

# CONTENTS



SPEAKERS



SESSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

# MEET THE SPEAKERS



WORKTECH23 Copenhagen 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

Anna-Carin Andersson **RITA Arch**  
Anna Taylor **Burges Salmon LLP**  
Anne Heinsvig **RITA Arch**  
Christopher Bieri **Seatti**  
Daniel Hulme **Satalia**  
Echo Callaghan **WORKTECH Academy**  
Eddie Twemlow **Burges Salmon LLP**  
Emma Dowden **Burges Salmon LLP**  
Esme Banks Marr **BVN**  
Gry Kjær **3XN**  
Julia Cornu **IKEA**  
Kasper Ullits **Sign in Workspace**  
Lisette de Jonge **IKEA**  
Liselotte Panduro **LEGO**  
Luca Bussolino **Carlo Ratti Associati**  
Maja Frigelj **Adidas**  
Matthew Blair **BVN**  
Matthew Myerson **WORKTECH Academy**  
Naomi Sakamoto **Gensler**  
Peter Ankerstjerne **Planon**  
Suzana Drakulic **Google**  
Trine Thorn **Velliv**

Additional speakers to be announced





Anna-Carin Andersson RITA Arch



Daniel Hulme Satalia



Lisette de Jonge IKEA



Luca Bussolino Carlo Ratti Associati



Anne Heinsvig RITA Arch



Suzana Drakulic, Google



Liselotte Panduro LEGO



Matthew Blair BVN



Naomi Sakamoto Gensler

# 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?

## 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.

## 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.

## Future Ways of World Cities: Regeneration and Revival

Unique perspectives on how our cities are evolving in terms of buildings and place; how they are responding to today and tomorrow's needs of business and employees; what are the implications for sustainability, inclusivity and wellbeing; how are new communities being formed and new spaces being revived and reimagined as destinations to live and work; what new ideas & opportunities will arise for the future of work.

### KEY THEMES

THE NEW WORLD OF WORK:  
CHALLENGES & EMERGING TRENDS

WORKPLACE EXPERIENCE

DATA-DRIVEN WORKPLACE  
STRATEGIES AND  
TRANSFORMATIONS

FUTURE WAYS OF WORLD CITIES:  
REGENERATION AND REVIVAL





## The rise of the Playground City

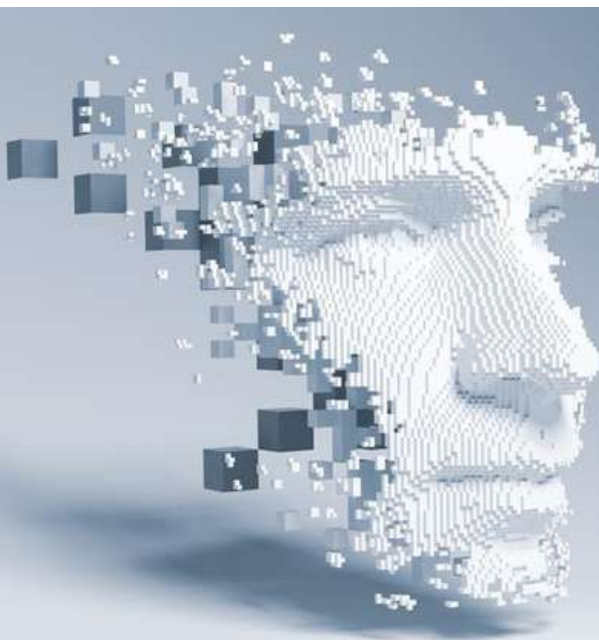
Luca Bussolino, Partner and Head of Strategy & Innovation,  
Carlo Ratti Associati

Luca shares a perspective from renowned figures, the Chair of the Economics Department at Harvard and the Director of the Senseable City Lab at M.I.T. They predict a transformative shift in cities, transitioning from productivity-focused to pleasure-driven environments. Although many offices remain underutilized, cities can thrive without them. Liberated from traditional work setups, cities can fulfill their core purpose of uniting people and ideas. Integrative urban power is crucial amid social, political, and economic divisions. Activity-rich neighborhoods can promote sustainable living and combat segregation, especially with the looming climate crisis. Embracing this shift to recreation over vocation is key to the city's economic future, giving rise to the Playground City.

## ADIDAS: The Future of Work+Place - Same, Same But Different

Maja Frigeli, Head of Workplace Experience, ADIDAS

In this session, Maja as a strategist with 16 years of employee engagement, stakeholder management & organisational effectiveness expertise will emphasise the importance of futureproofing organisations amidst constant change. She sheds light on the strategies and initiatives undertaken by Adidas to adapt and thrive in the face of evolving trends. And examines her current focus of creating a consistent workplace experience across offices, distribution centres, and showrooms. With an eye toward world trends for 2030 and how it will impact workplace strategy, Maja and her team are setting the new direction of work+place at adidas.



## Case Study: Future Proofed Workspace Powered by AI

Suzana Drakulic, Head of Workspace Nordics & CEE, Google

Generative AI tools are fuelling a new era of efficiency, security, and innovation in the workplace. These tools have the potential to transform the way we work across every industry and job role. This session will examine the implications of generative AI for organizations, and how to define a strategy and take action.

### WORKPLACE TOURS: DFDS COPENHAGEN HEADQUARTERS

As a delegate, you'll have the opportunity to gain access to an exclusive behind-the-scenes experience at one of Copenhagen's most cutting-edge workplaces.

This will be held the day before the conference on Tuesday 3rd October.

*Please note that spaces for these exclusive tours are extremely limited, subject to availability and available exclusively to registered conference delegates.*

Embark on an exclusive journey through the heart of innovation and collaboration at the DFDS headquarters. Step into the newly established office located in Nordhavn, a testament to their commitment to modernity and sustainability. As you explore the seven floors, you'll witness a space meticulously designed to foster cross-functional collaboration, knowledge sharing, and team-based work.



#### 08:30 CONFERENCE OPENS

#### 09:15 CHAIRPERSONS OPENING REMARKS



Peter Ankerstjerne, Chief Strategy Officer, Planon

#### 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?

#### 09:30 GLOBAL WORKPLACE TRENDS

Naomi Sakamoto, AIA,  
Senior Associate, Studio Director,  
Gensler



Gensler has been measuring how people work, space effectiveness, and what employees value in workplace experience since 2005 across 14,000 office workers in 10 countries and 3 continents. New data shows what's changed over time and identifies global commonalities and unique differences by country, by industry, and by key performance indicators such as innovation, commitment, and engagement. As employees return, the survey examined how and where people were working, why people were going to the office, what's working/not, and what's missing. Naomi will uncover some interesting shifts in how people are working and their expectations for the workplace moving forward to help us unravel how employers should best enhance their workplace to enhance employees back into the office.



### 10:00 FLIGHT TO FLEX

Matthew Myerson, **Development Director**, WORKTECH Academy



Amid recurring layers of disruption, one constant now illuminates the world of work and workplace. This is a consistent line of travel towards flexible working, including its hybrid and remote variants, in the aftermath of the global pandemic. A significant majority of the workforce today express a desire for flexibility. More companies believe that supporting and enabling flexible work should be a priority. In this session, Matthew Myerson draws on stories and evidence from around the WORKTECH Academy network to present a picture of what is happening inside organisations and office buildings around the world.

### 10:20 INSPIRING WORKPLACES

Anne Heinsvig, **Partner** and Anna-Carin Andersson, **Architect and Co-Owner**, RITA Arch



The world is transforming. From shifting industries and remote work to social unrest, economic uncertainty and drive for sustainability. How are these global megatrends impacting workplace in the Nordics? We're seeing more flexible working, shorter working weeks etc. What impact does this have on workplace design? How can architecture and interior design inspire and enhance working practice. Using recent cases from DFDS and Implement Consulting Group, Anne and Anna-Carin share their inspiration and vision of future Danish workplace design.

### 10:50 NETWORKING AND COFFEE BREAK

#### 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.

### 11:20 ADIDAS: THE FUTURE OF WORK+PLACE - SAME, SAME BUT DIFFERENT

Maja Frigelj, **Head of Workplace Experience**, Adidas



In this session, Maja as a strategist with 16 years of employee engagement, stakeholder management & organisational effectiveness expertise will emphasise the importance of futureproofing organisations amidst constant change. She sheds light on the strategies and initiatives undertaken by Adidas to adapt and thrive in the face of evolving trends. And examines her current focus of creating a consistent workplace experience across offices, distribution centres, and showrooms. With an eye toward world trends for 2030 and how it will impact workplace strategy, Maja and her team are setting the new direction of work+place at adidas.

### 11:35 INGKA IKEA: A STRATEGIC FRAMEWORK FOR EMPLOYEE HEALTH AND WELLBEING

Lisette de Jonge, **Global Health and Wellbeing Leader** IKEA | Ingka Group and Julia Cornu, **Global Health and Wellbeing Leaders** at IKEA | Ingka Group



What should a fully integrated and effective global wellbeing strategy look like? This session explores:

- How can employers effectively support employees on their health and wellbeing
- How do you know if your wellbeing strategy is the right one and future proof
- How should data (or lack of it) inform your decision making, and
- Why personalization is the future of wellbeing.

### 11:45 EXPERT PANEL: CREATING A HIGH-PERFORMING HYBRID WORKPLACE

Moderated by Esme Banks Marr, **Strategy Director | Work + Place at Architecture BVN** with Maja Frigelj, **Senior Director, Global Workplace Experience, Adidas**, Lisette de Jonge, **Global Health and Wellbeing Leader, IKEA | Ingka Group** and Julia Cornu, **Global Health and Wellbeing Leaders at IKEA | Ingka Group**

Our expert panel will discuss how we create diverse, equitable, inclusive, human-centred workplaces. Covering subjects such as 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?



### 12:00 CASE STUDY: BURGESS SALMON. THE POWER OF WORKPLACE, CONNECTING FOR SUCCESS

Emma Dowden, **Chief Operating Officer**, Anna Taylor, **Change Manager** and Eddie Twemlow, **Head of IT and Operations**, **Burges Salmon LLP**



This session examines the evolution of agile workplace and offers invaluable lessons about the relationship between design, emotion and business success. For Burges Salmon, success initially hinged on recruiting the right talent and securing profitable work. Office design mirrored traditional legal models with hierarchies and specialized practice areas; the need for a more agile setup became evident but met with resistance. The pandemic led a transition to remote working and despite high productivity, it was apparent culture would suffer without the office and human connection. The challenging post-pandemic economy, intensified talent competition and a prioritisation of employee wellbeing, forced a rethink about office design and its influence on culture. Now, a unifying office space is crucial for ongoing business success. This presentation shares insights gained and offers practical recommendations.

### 12:25 EXPERT PANEL: EMERGING TECHNOLOGIES RE-SHAPING THE WAY WE WORK

Liselotte Panduro, **VP Global Workplace Solutions & Operations**, LEGO, Trine Thorn, **Chief Visionary Officer**, Velliv, Kasper Ullits, **Senior Vice President of Product Management**, Sign in Workspace and Christopher Bieri **Co-Founder & CEO**, Seatti

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 will discuss emerging technologies and trends set to re-shape enterprise and the way we work.



Sign In Workspace



Seatti

Velliv



### 12:55 NETWORKING AND LUNCH BREAK

#### 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.

#### 14:00 CASE STUDY: FUTURE PROOFED WORKSPACE POWERED BY AI

Suzana Drakulic, **Head of Workspace Nordics & CEE, Google**



Generative AI tools are fuelling a new era of efficiency, security, and innovation in the workplace. These tools have the potential to transform the way we work across every industry and job role. This session will examine the implications of generative AI for organizations, and how to define a strategy and take action.

#### 14:10 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.

#### 14:30 Q&A: SORTING FACT FROM FICTION ON AI AND THE FUTURE OF WORK

Echo Callaghan, **Writer and Researcher, WORKTECH Academy, Daniel Hulme, CEO, Satalia and Chief AI Officer, WPP, and Suzana Drakulic, Head of Workspace Nordics & CEE, Google**



Echo leads this debate with Daniel and Susana on 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.

### 14:50 NETWORKING AND COFFEE BREAK



### THE FUTURE OF WORLD CITIES: REGENERATION AND REVIVAL

Unique perspectives on how our cities are evolving in terms of buildings and place; how they are responding to today and tomorrow's needs of business and employees; what are the implications for sustainability, inclusivity and wellbeing; how are new communities being formed and new spaces being revived and reimagined as destinations to live and work; what new ideas & opportunities will arise for the future of work.

### 15:20 CASE STUDY: URBAN TRANSFORMATION AND SUSTAINABILITY: QUAY QUARTER

Gry Kjær, **Architect MAA, Partner, 3XN**  
and Matthew Blair, **Principal,**  
**Architecture BVN**



This session explores how architecture has responded to the renewal of collective life post-pandemic and the commitments of combatting climate change, through the world-leading story of Quay Quarter Tower in Sydney. Awarded World Architecture Festival's World Building of the Year 2022, QQT is the result of an upcycled, outmoded 70s skyscraper, part of a two city block redevelopment. On reaching the end of its usable lifespan, the project team set out to reuse as much of the existing building as possible. Developed in partnership between 3XN and BVN, QQT showcases an embodied carbon saving of 7.3 million kilograms, while more than doubling its usable floor area to 1.1 million square feet and creates an office building arranged as a vertical village.

### 15:55 THE RISE OF THE PLAYGROUND CITY

Luca Bussolino, **Partner and Head of**  
**Strategy & Innovation, Carlo Ratti**  
**Associati**



Luca shares a perspective from renowned figures, the Chair of the Economics Department at Harvard and the Director of the Senseable City Lab at M.I.T. They predict a transformative shift in cities, transitioning from productivity-focused to pleasure-driven environments. Although many offices remain underutilized, cities can thrive without them. Liberated from traditional work setups, cities can fulfill their core purpose of uniting people and ideas. Integrative urban power is crucial amid social, political, and economic divisions. Activity-rich neighborhoods can promote sustainable living and combat segregation, especially with the looming climate crisis. Embracing this shift to recreation over vocation is key to the city's economic future, giving rise to the Playground City.

### 16:20 CHAIRPERSONS CLOSING REMARKS



Peter Ankerstjerne, **Chief Strategy Officer, Planon**

### 16:30 NETWORKING DRINKS

### 17:30 CONFERENCE CLOSE

# CONFERENCE VENUE



## The Danish Architecture Center, Copenhagen

Danish Architecture Centre, located in BLOX, was designed by the world-famous Dutch firm OMA under the leadership of Partner/Director Ellen van Loon, BLOX is Denmark's world of architecture, design and new ideas. DAC showcases the latest international trends in architecture with exhibitions about masters of architecture like Frank Gehry and SANAA – and the most interesting Danish studios right now like BIG and 3XN, who have produced innovative architecture such as the VM Houses in Ørestad and the UN city at Copenhagen harbor.

DAC's objective and legitimacy consist in promoting co-operation across the professional boundaries of the construction sector and architecture so that the players, working together, are able to contribute to the forward-looking development of architecture and construction specifically and Danish society in general.

## GETTING HERE

### VENUE ADDRESS

Danish Architecture Center, Bryghuspladsen 10, 1473 København, Denmark

### PUBLIC TRANSPORTATION

If you are using public transportation, the M3 Metro line to Gammel Strand or to Rådhuspladsen Station will take you within ten minutes' walk of the venue.

Alternatively, Stormgade bus stop (accessible with Lines 37, 31, 23 and 2A), Otto Mønsted's Plads (Lines 5C and 68) and the Royal Danish Library (Line 26) are just a five-minute walk from DAC.

The journey from Copenhagen Airport takes about twenty minutes by car and thirty minutes with public transportation.

Plan your journey and find more information at:

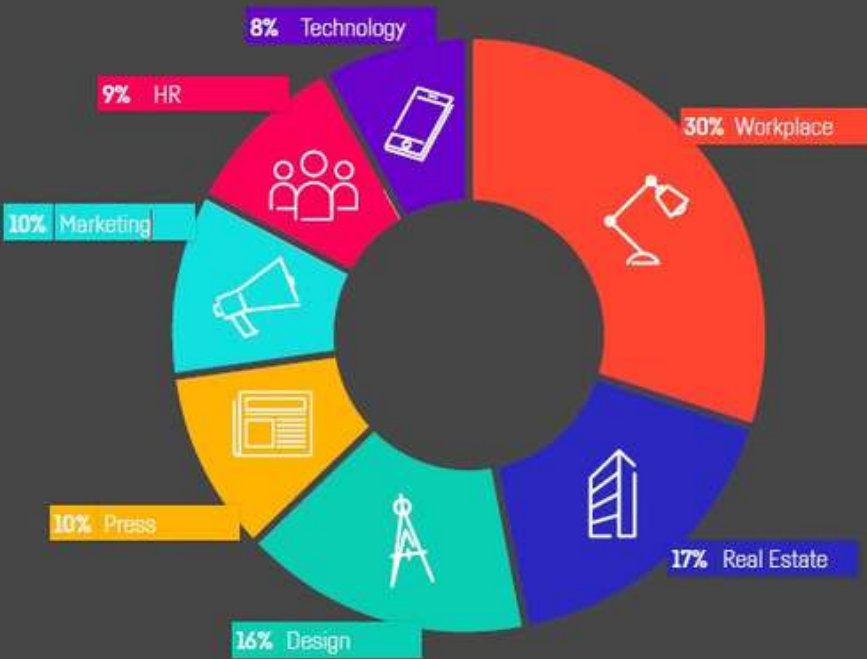
[www.rejseplanen.dk](http://www.rejseplanen.dk)

### DRIVING AND PARKING

There is a fully automatic paid parking garage with 350 parking spaces available for event participants at BLOX. The entrance is on Vester Voldgade.



# WHO ATTENDS



Incredibly relevant to anyone that manages technology, real estate or people.

DELEGATE, COCA-COLA



A great opportunity to jump start your brain and consider the future.

DELEGATE, MOTOROLA



# BOOK NOW

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



# KEY INFORMATION

## Date & Venue

When: Wednesday 4th October, 2023

Where: The Danish Architecture Center, Copenhagen

## How to book:

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

## 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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