

# WORKTECH™

## New York

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

TWENTY YEARS OF  
WORKTECH

20

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# EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

KIMMEL CENTER, NYU, MANHATTAN, NEW YORK

WEDNESDAY, SEPTEMBER 27TH

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Isabel Dewhust-Marks

Managing Director,  
WORKTECH Events

## A warm welcome to WORKTECH23 New York

Dear Future of Work Enthusiast,

Welcome to WORKTECH23 New York – the heartbeat of innovation, connection, and transformation in the world of work, workplaces, real estate, and technology.

As we navigate this exciting era of work, never before has the spotlight shone so brightly on the workplace and the way we collaborate. We extend a warm invitation to you, along with a community of over 200 accomplished professionals spanning real estate, facilities, HR, technology, executive management, architecture, design, and advisory services. Together, we'll immerse ourselves in the wisdom of global thought leaders, and the chance to exchange best practices and ideas.

Our conference unfolds as a unified stream of inspiration, ensuring every delegate has the privilege of attending every captivating speaker presentation. Furthermore, we've curated an innovation exhibition in the vibrant breakout areas. Here, you'll connect with our esteemed education partners, enriching your learning journey throughout the day. And, of course, there will be three engaging networking breaks – opportunities to foster connections and conversations with fellow participants.

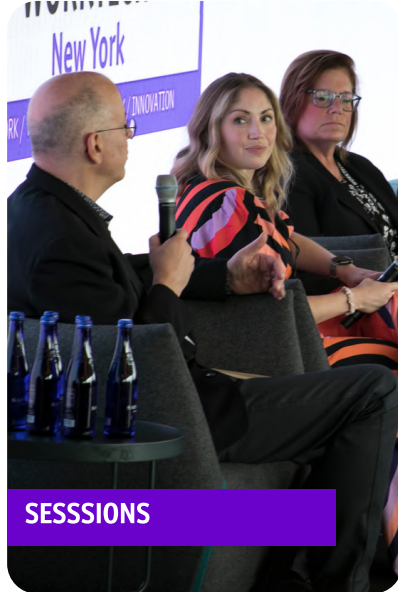
Mark your calendar for September 27th and look forward to an inspiring and enriching event that promises to shape the future of how we work and thrive.

With enthusiasm,  
Isabel

# CONTENTS



**SPEAKERS**



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**VENUE**



**WHO ATTENDS**



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# MEET THE SPEAKERS



WORKTECH23 New York 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 35 speakers, including 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

Ben Baldwin Fidelity Real Estate Company  
Pauline Balland BNP Paribas  
Renae Bradshaw KIRKLAND & ELLIS  
Celine Brites BNP Paribas  
Chris Butterick LinkedIn  
Zoe Chen Veldhoen + Company  
Joshua Dart WestCap Group  
David Dewane Geniant  
Melissa Fisher NYU IPK & SPS  
Willie Jackson ReadySet  
Vijay Jesrani JLL  
Arjun Kaicker Zaha Hadid  
Amanda Kross JLL  
Alex Le CXApp  
Jon Leland Kickstarter  
Alexandra Levit Inspiration at Work  
Nick LiVigne Incendium Consulting  
Melissa Marsh Plastarc  
Brendan McCarthy Brown Brothers Harriman & Co  
Brian McCourt Cisco  
J.R. McCullough JPMorgan Chase  
Peter Miscovich JLL  
Gabor Nagy Meta  
Joe O'Connor Work Time Reduction Center of Excellence  
Matthew O'Halloran Smart Spaces  
Anne Petschel Ergotron  
Stephen Smith Reworc  
Joanna Średnicka Assimilate  
Melissa Swift Mercer  
Aaron Taylor Harvey Spaces Of  
Tomi Teikko Haltian  
Nicole Turner Mastercard  
Jeremy Vandel BNP Paribas  
Kristi Woolsey BCG  
Giles Wrench JLL



**Melissa Fisher, NYU IPK & SPS**



**Nicole Turner, Mastercard**



**J.R. McCullough, JPMorgan Chase**



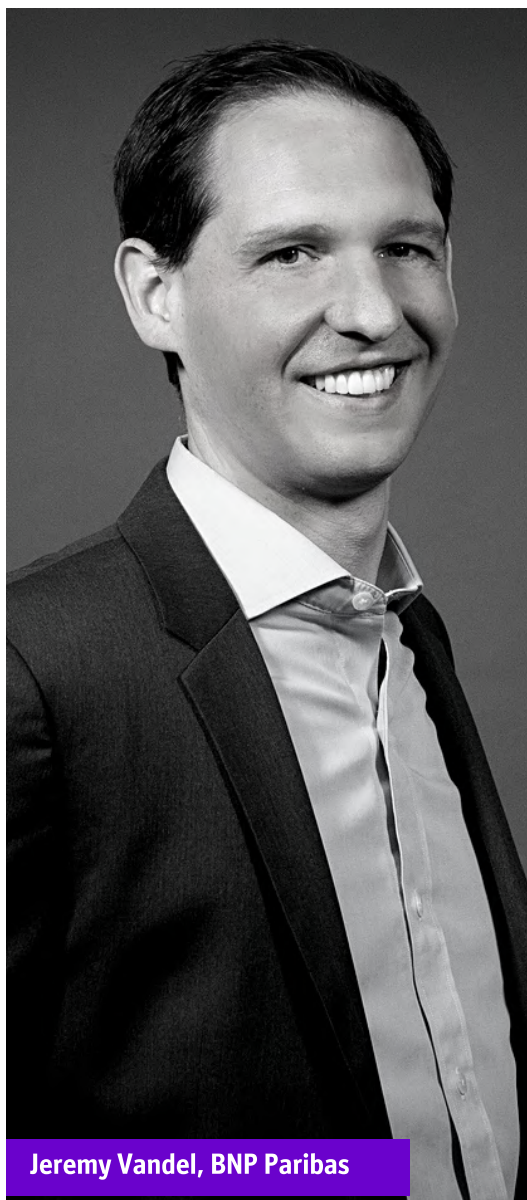
**Peter Miscovich, JLL**



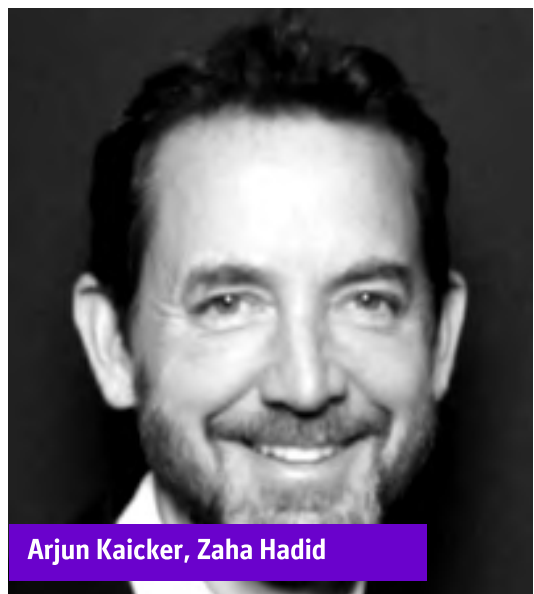
**Renae Bradshaw, Kirkland & Ellis**



**Melissa Swift, Mercer**



**Jeremy Vandell, BNP Paribas**



**Arjun Kaicker, Zaha Hadid**



**Gabor Nagy Meta**



**Alexandra Levit, Workplace  
Author & Futurist**



## How AI will Enable The Future of Work with Digital Talent

Alexandra Levit Business and Workplace Author, Analyst, Consultant, and Futurist, Founder and CEO, Inspiration at Work, Columnist, WSJ / Peter Miscovich Executive Managing Director, Global Future of Work Leader, JLL

Join Peter Miscovich, JLL Global Future of Work Leader and Alexandra Levit, Wall Street Journal columnist and author of "Deep Talent: How to Transform Your Organization and Empower Your Employees Through AI," for an insightful fireside chat discussion. Explore the pivotal role that Artificial Intelligence (AI) will have in shaping the Future of Work and the Future of Talent for the next generation of Global Workforce Transformation. Gain valuable futurist insights and practical strategies with real-world case studies as to how we can harness AI's potential to enable greater human performance.

## Leveraging Cultural Anthropological Tools to Design Human-Centered Workplaces

Melissa S. Fisher, Ph.D, Senior Advisor, CFAR Consulting and Coaching Services, Visiting Scholar, NYU Institute for Public Knowledge & School of Professional Studies

A key vexing problem is how to maintain corporate culture in hybrid work environments. This talk examines how a cultural anthropological lens provides insights into building strong productive workplace cultures, defined as systems of beliefs, values and symbols, across digital and material locations where work happens today. It also enables the creation of diverse, equitable, inclusive, just, human-centered workplaces.



## It's An Asynchronous, Deconstructed, Transparent World: 3 Trends Driving a Very Different Future of Work- And What to Do About

Melissa Swift North America Transformation Leader, Mercer

Make work suck less and improve the performance of your people with a practical, hands-on guide by Melissa Swift. Melissa will cover an array of pragmatic strategies that put organizations and teams on the path to a future that is truly discontinuous from the bad patterns of the past – a future where the needs of the employee (empathy) and the needs of the employer (economics) are in harmony, not opposition.

# WORKTECH23 NEW YORK CONFERENCE AGENDA

KIMMEL CENTER, NYU

WEDNESDAY, SEPTEMBER 27TH

## 9AM CONFERENCE OPENS

### 9:30AM CHAIRPERSONS WELCOME

Giles Wrench, **Vice Chairman, Financial Services, JLL**  
Amanda Kross, **Managing Director, JLL**



### 9:40AM HOW AI WILL ENABLE THE FUTURE OF WORK WITH DIGITAL TALENT

Peter Miscovich, **Executive Managing Director, Global Future of Work Leader, JLL** / Alexandra Levit, **Business and Workplace Author, Analyst, Consultant, and Futurist Founder and CEO, Inspiration at Work, Columnist, WSJ**

Join Peter Miscovich, JLL Global Future of Work Leader and Alexandra Levit, Wall Street Journal columnist and author of "Deep Talent: How to Transform Your Organization and Empower Your Employees Through AI," for an insightful fireside chat discussion. Explore the pivotal role that Artificial Intelligence (AI) will have in shaping the Future of Work and the Future of Talent for the next generation of Global Workforce Transformation. Gain valuable futurist insights and practical strategies with real-world case studies as to how we can harness AI's potential to enable greater human performance with exceptional business outcomes. Don't miss this exciting opportunity to understand the dynamic landscape of AI-driven Talent Transformation and how it will impact and shape the Future of Work for 2030 and beyond.



### 10:05AM AUDIENCE INTERACTIVE SESSION

### 10:10AM DESIGNING THE FUTURE AT THE INTERSECTION OF AI, GAME SIMULATIONS, AND SPATIAL COMPUTING

Kristi Woolsey, **Partner / VP and Leader of Smart Environments Group Partner, BCG** / Arjun Kaiker, **Co-Head of Zaha Hadid Analytics + Insights, Zaha Hadid Architects** / Joanna Średnicka, **PhD, Co-founder of Game Changers Academy and Assimilate**

Explore the cutting-edge realm where AI, game simulations, and spatial computing converge in 'Designing the Future.' Join our expert panel as they envision the limitless possibilities of this dynamic intersection, unveiling the potential to revolutionize industries, transform user experiences, and shape the future.



### 10:35AM BEYOND THE CUBICLE: CRAFTING THE HYBRID WORKPLACE WITH EMPATHY AND DATA

Tomi Teikko, **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.



### 10:50AM COFFEE BREAK & NETWORKING

### 11:20AM A BETTER WAY TO DESIGN AND BUILD WORKSPACES

Brian McCourt, **Smart Building Consultant, Cisco**

Real Estate must be viewed differently going forward. This includes greater collaboration between CRE, HR and IT to ensure space is a platform to realize the company's enterprise goals. The content delivered will provide clear examples of how Cisco is approaching our own real estate strategy (spoiler alert: it's not about RE), including the data and outcomes we are now seeing. Equally, we intend to provide the attendees with best practices they can consider for their own organization to gain greater organizational alignment and achieve actual results from their real estate portfolio.



### 11:40AM POST-PEAK' OFFICE ERA: A PROACTIVE APPROACH TO WORKPLACE TRANSFORMATION

Melissa Marsh, **Founder & Executive Director, Plastarc** / Chris Butterick, **Senior Director, Global Workplace Ops & Services, LinkedIn** / Nick LiVigne, **Director, Incendium Consulting**

In the aftermath of significant global shifts, we have entered a new era where the traditional office structure is no longer the peak of corporate operations. It's the 'post-peak' office era—an era characterized by hybrid workspaces, decentralized teams, and flexible work schedules. This session will provide insightful, research-backed strategies to adapt and thrive in this emerging landscape.



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KIMMEL CENTER, NYU

WEDNESDAY, SEPTEMBER 27TH

## 12:00PM THE EUDAEMONIA MACHINE

David Dewane, **Chief Experience Officer, Geniant & Adjunct Professor, Illinois Institute of Technology**



Sharing research and latest work on how workplaces can be designed to foster positive employee experience, innovation and hypercreativity – focusing on the intersection of digital & physical realms. Drawing on examples from Dewane’s Eudaimonia Machine and ideal deep work environment concepts.

## 12:20PM THE NEW FRONTIER OF EMPLOYEE EXPERIENCE

Moderated by Vijay Jesrani, **Managing Director, US Financial Services Sector Lead, JLL** / Anne Petschel, **Director, Segment Marketing Workspace, Ergotron** / Matthew O’Halloran, **Director Smart Spaces** / Nicole Turner, **SVP of Global Tech Hubs, Mastercard**



Discover innovative approaches to create flexible and adaptable workspaces and smart environments that enhance employee well-being, productivity, and engagement in this enlightening and dynamic discussion.

## 12:40PM IS THE FUTURE OF WORK A SHORTER WORKING WEEK?

Joe O’Connor, **Director & Co-founder at Work Time Reduction Center of Excellence. Former CEO, 4 Day Week Global** / Jon Leland, **Chief Strategy Officer, Kickstarter**



In this interactive presentation, leading global work time reduction expert and evangelist Joe O’Connor will lead a discussion on the growing international shorter working week movement, why and how organizations are moving to reduced-hour, productivity-focused work models, what the emerging findings from global trials and research is telling us, the synergies between AI, remote work and work time reduction, and what this all means for the future of work. This session will explore two fundamental questions shaping the future of work: Can we work less? Can we have better employees & employers?

## 1:10PM CREATING CONNECTION AND ENGAGEMENT: WHY WORKPLACE EXPERIENCE MATTERS

Alex Le, **Global Sales Manager, CXApp**



## 1:15PM LUNCH BREAK & NETWORKING

## 2:15PM LEVERAGING CULTURAL ANTHROPOLOGICAL TOOLS TO DESIGN HUMAN-CENTERED WORKPLACES

Melissa S. Fisher, Ph.D, **Author, Future of Work Expert and Strategist, Professor NYU IPK and SPS, Senior Advisor, CFAR Consulting and Coaching Services**



A key vexing problem is how to maintain corporate culture in hybrid work environments. This talk examines how a cultural anthropological lens provides insights into building strong productive workplace cultures, defined as systems of beliefs, values and symbols, across digital and material locations where work happens today. It also enables the creation of diverse, equitable, inclusive, just, human-centered workplaces.

## 2:35PM BEYOND THE NUMBERS: BUILDING A BETTER WORKPLACE WITH HUMAN-CENTRIC DATA ANALYTICS

Zoe Chen, **Senior Consultant, Veldhoen + Company** / Stephen Smith, **VP People Analytics, Reworc** / More speakers to be announced



As organizations navigate the transition back to office spaces, the significance of data has reached unprecedented levels. In this enlightening discussion, we embark on a journey beyond mere numbers, exploring the realm of human-centric data analytics shedding light on the path to obtaining a comprehensive and precise understanding of the contemporary workplace.

## 2:55PM INCLUSION HAS LEFT THE OFFICE: MANAGEMENT TIPS FOR A HYBRID WORKFORCE

Willie Jackson, **Head of Growth | Partner, Readysset**



Managing across lines of difference is a well-known 21st century skillset, but the need to cultivate a sense of belonging in a remote and hybrid context is an unexpected development for many leaders. How do you deliver timely feedback without the benefit of proximity? How do you include voices and perspectives that aren’t in the office? And how do you provide support for colleagues that are struggling when they don’t tell you what they need? In this conversation, we’ll discuss how effective leaders are adapting to the changing landscape of work.



## 3:15M COFFEE BREAK & NETWORKING

## 3:45PM A NEW FINANCIAL ENVIRONMENT

Aaron Taylor Harvey, **Architect | Founder & Creative Director, Spaces Of** / Joshua Dart, **Principal at WestCap Group**



Private Equity has the unique potential to transform a novel business plan into a marketable asset. However, the tools of this transformation have been quite limited; "Investment" typically means "money." Mid-2021, we were approached by a fund with a broader sense of the word. This Client has a creative agency in operation within their walls. They provide financial expertise, re-branding, design concepts, and identity work for portfolio companies. They had the unique request to expand further this reimagined notion of investment with an office large enough to host these nascent companies, to give them an on-demand HQ that provided a high-functioning workspace keeping the portfolio open and the communication flowing. This talk shares the design process and photography of the built project, completed in January 2023.

## 4:05PM TRANSFORMING THE WORKPLACE DURING SOCIETAL CHANGE AND A GLOBAL PANDEMIC

Pauline Balland, **Chief of Staff to the Head of Enterprise Services CIB Americas, BNP Paribas** / Celine Brites, **Head of Enterprise Services CIB Americas, BNP Paribas** / Jeremy Vandel, **Head of Workplace and Corporate Services, BNP Paribas**



Our recent Real Estate journey initiated in 2019 aimed at providing a workplace that fosters inclusiveness, wellness, and employee engagement. While design choices were made during the pandemic, post-COVID implementation reveals some gaps between expectation and reality. What are our lessons learned, how did we adjust and what's next?

## 4:20PM EXPERT PANEL: WORKPLACE PILOTS

Moderated by Ben Baldwin, **Director, Workplace Insights Fidelity Real Estate Company** with Dr. Gabor Nagy, **Global Workplace Design Research | FCS, Meta** / Renae Bradshaw, **Firmwide Real Estate Director, KIRKLAND & ELLIS LLP** / Brendan McCarthy, **Vice President, Brown Brothers Harriman & Co** / J.R. McCullough, **Executive Director, Workplace Technology Solutions, JPMC**

Discover innovative approaches to create flexible and adaptable workspaces and smart environments that enhance employee well-being, productivity, and engagement in this enlightening and dynamic discussion.



KIRKLAND & ELLIS



JPMORGAN  
CHASE & CO.

## 4:55PM ASYNCHRONOUS, DECONSTRUCTED, TRANSPARENT WORLD: 3 TRENDS DRIVING A VERY DIFFERENT FUTURE OF WORK- AND WHAT TO DO ABOUT THEM

Melissa Swift, **North America Transformation Leader, Mercer**



Make work suck less and improve the performance of your people with a practical, hands-on guide by Melissa Swift. Melissa will cover an array of pragmatic strategies that put organizations and teams on the path to a future that is truly discontinuous from the bad patterns of the past – a future where the needs of the employee (empathy) and the needs of the employer (economics) are in harmony, not opposition.

## 5:15PM CHAIRPERSONS CLOSING COMMENTS

Giles Wrench, **International Director, Solutions Development, JLL**  
Amanda Kross, **Managing Director, JLL**



## CONFERENCE CLOSES

# OUR VENUE



## Kimmel Center at New York University

Located at the heart of campus, the Kimmel Center provides space and resources for students, faculty, staff, departments, alumni, and community organizations. Visitors have access to the adjacent Global Center for Academic & Spiritual Life, and a breath-taking view of Washington Square Park.



## GETTING HERE

### VENUE ADDRESS

60 Washington Square S,  
New York, NY 10012,  
United States

### PUBLIC TRANSPORTATION

#### By Train:

Metro North into Grand Central Station

Long Island Rail Road (LIRR), Amtrak, or New Jersey Transit into Moynihan Train Hall at Pennsylvania Station

PATH Trains from New Jersey

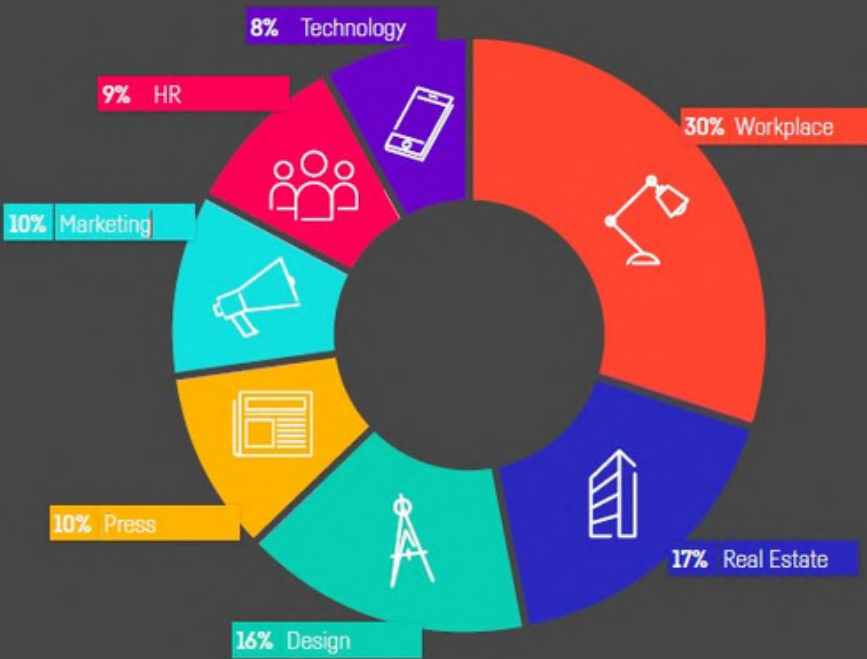
#### By Bus:

Within NYC, the most convenient MTA bus lines are the M1, M2, M3, M5, M6, M8, M10, and the M21

#### By Subway

- 8th Avenue Line (A, C, E – blue)
- 6th Avenue Line (B, D, F, M – orange)
- Broadway Line (N, Q, R, W – yellow)
- Lexington Avenue Line (4, 5, 6 – green)

# WHO ATTENDS



Informative, eye-opening and worthwhile

DELEGATE, LEGO



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

DELEGATE, UNILEVER



# BOOK NOW

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

# KEY INFORMATION

## Date & Venue

When: Wednesday, September 27th 2023

Where: Kimmel Center, NYU, Manhattan, New York

## How to book:

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

## 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!

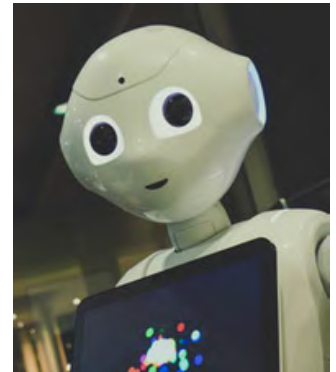
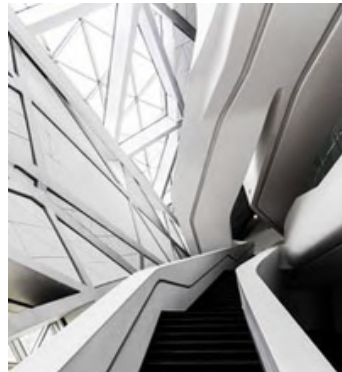
If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

## 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:

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



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