

# WORKTECH™ San Francisco

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

# EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

VISA INC, 900 METRO CENTER BLVD, FOSTER CITY

FRIDAY, SEPTEMBER 22ND

TWENTY YEARS OF  
WORKTECH

20

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Isabel Dewhust-Marks

Managing Director,  
WORKTECH Events

## A warm welcome to WORKTECH23 San Francisco

WORKTECH23 San Francisco 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 150 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 September 22nd.

Warmest regards,  
Isabel

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# MEET THE SPEAKERS



WORKTECH23 San Francisco 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 20 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.

By registering for the conference, you will become a individual member of the WORKTECH Academy knowledge hub which explores the future of work through six key themes: people, place, technology, design, culture and innovation. Please visit the website for more information [www.worktechacademy.com](http://www.worktechacademy.com)

## Full list of speakers

Osama Aduib ISS Facility Services  
Ariel Bernstein Accenture Technology Labs  
Josh Bradshaw Visa  
Relina Bulchandani Salesforce  
Mirit Cohen Adobe  
Katie Crepeau JLL  
Alexandra Daily-Diamond Atlassian  
Simon Elliot 4xi Consulting  
Grant Eoff Google  
Rebecca Fairman Airbnb  
Larry Gadea Envoy  
Michael Goulty Butlr  
Don Hobson Visa  
Lisa Hsiao JLL  
Michael Ippolito Qualcomm  
Tracie Kelly Uber  
Lewis Love Visa  
Nathan Manuel PagerDuty  
Rachel Marcuse ReadySet  
Sarah Nelson JLL  
Sarah Oppenhuizen HoK  
Leon Papkoff CXApp  
Lauren Perich Studio o+a  
Nicki Persaud Samsara  
Kelly Robinson Kelly A. Robinson Designs  
Katie Rodrigues JLL  
Brian Stromquist Gensler  
Lauren Tichy Cruz SERA Architects  
David Xides Modo Labs



**Mirit Cohen, Adobe**



**Grant Eoff, Google**



**Ariel Bernstein, Accenture**



**Rebecca Fairman, Airbnb**



**Nicki Persaud, Samsara**



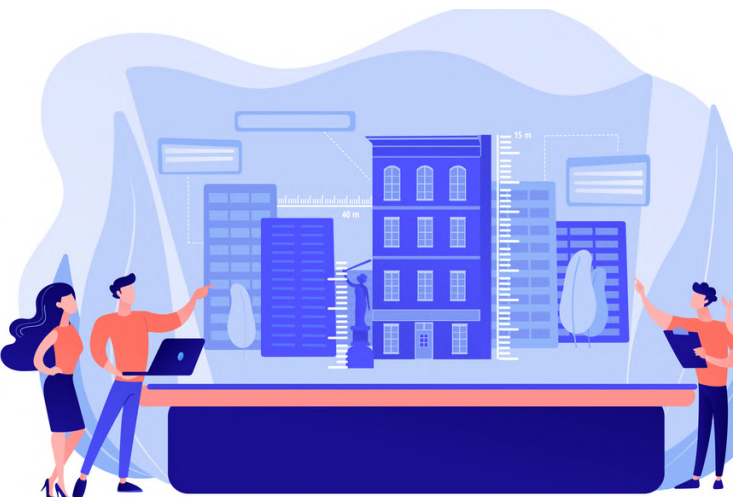
**Brian Stromquist, Gensler**



**Tracie Kelly, Uber**



**Lewis Love, Visa**



## Creativity In the Balance: Why It's Imperative To Design For Connection At Work

Mirit Cohen, Senior Manager, Global Workplace Experience Programs, Adobe

Humans are wired for connection. The strength of our social connections influences our wellbeing, and, in turn, our creative output, as individuals and as groups. Leaders who want to foster a creative and resilient workforce — one that can navigate uncertainty together, while creating business results — understand that connection is a business imperative. Discover what we're learning at Adobe through our experimental Lab82 program, where we're testing new approaches to fostering connection at work — both in-person and remotely. Weaving in interdisciplinary perspectives on human connection and creativity from our primate origins to modern-day gatherings and rituals, this session will help attendees reckon with how to design a culture of connection for the future of work — and life.

## Failing Forward: A Workplace Experiment Focused on the Design, Operations and Logistics Required to Support the Way People Are Working Now

Grant Eoff, Workplace Services Manager, Workplace Services & Real Estate, 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.



## Fireside Chat – Tech 2023 Report 'When Atoms Meet Bits'

Lisa Hsiao, Senior Director, JLL Consulting / Ariel Bernstein, Senior Manager, Head of Research & Storytelling - Technology Vision, Accenture Technology Labs

Discover the latest insights from the Technology Vision report, exploring the convergence of physical and digital realms. Gain strategic foresight into the impact on businesses, technology trends, and the evolving landscape where atoms and bits seamlessly interact.

## CONFERENCE AGENDA

### 8:30AM CONFERENCE OPENS

#### 9:00 AM CHAIRPERSONS WELCOME

Katie Rodrigues, **Managing Director, JLL**  
 Nathan Manuel, **Director of Workplace and Employee Experience, PagerDuty**



#### 9:15AM TRANSFORMING WORKSPACES: THE POWER OF COLLABORATION BETWEEN TECHNOLOGY AND REAL ESTATE

Moderator: Relina Bulchandani, **EVP, Real Estate and Workplace Services, Salesforce** / Lewis Love, **Senior Vice President, Global Corporate Services, Visa** / Don Hobson, **Chief Information Officer, Visa**

Explore the intersection of technology and real estate in this session as Lewis Love, Visa's SVP of Corporate Services and Don Hobson Visa's CIO, delve into strategic alignment, successful collaborations and the impact of emerging technologies on workspace design.



#### 9:35AM AUDIENCE INTERACTION

#### 9:40AM OPTIMIZING TALENT STRATEGY WITHIN THE EVOLVING WORKPLACE LANDSCAPE

Katie Crepeau, **Director - People Experience, Future of Work, Workplace Strategy, JLL** / Nathan Manuel, **Director of Workplace and Employee Experience, PagerDuty** / Alexandra Daily-Diamond, **Senior Global Talent Partner, Atlassian**

Our expert panel will tackle the crucial intersection of talent and workplace strategies. We'll explore key topics such as the evolving workplace landscape, adaptable talent acquisition and retention strategies, technology's role, and fostering diversity and inclusion. Attendees will gain insights into the strategies, tools, and best practices that can help organizations successfully navigate the evolving world of work and create workplaces that attract, engage, and retain top talent.



#### 10:05AM WHEN ATOMS MEET BITS

Lisa Hsiao, **Senior Director, JLL Consulting** / Ariel Bernstein, **Senior Manager, Head of Research & Storytelling - Technology Vision, Accenture Technology Labs**

This fireside chat will explore the 2023 Accenture technology trends report and its relevance to the evolving workplace. "When Atoms Meet Bits" is the guiding idea behind this year's report, exploring how we live in two parallel, but distinct, worlds: the digital and the physical. Many of the difficulties enterprises are encountering are rooted in how these worlds conflict with one another, but emerging technology like Generative AI and Spatial computing is paving a new way forward. Looking ahead, successful innovation will be determined by how new solutions break down the barriers between these two worlds and bring them closer into harmony - letting people experience the best of both.



#### 10:30AM COFFEE BREAK & NETWORKING

#### 11AM LOOKING TO BUILD BETTER WORKPLACE EXPERIENCES? RETHINK YOUR INVESTMENT IN DATA

Larry Gadea, **Founder and CEO, Envoy**

Keeping your workplace portfolio agile in any economy requires you to anticipate problems – from building services to employee experience – and to take action in real time. Property managers and their tenants are turning to workplace data for actionable insights. This session will explore the complex job of workplace forecasting, and how a 360-view through analytics can help optimize buildings or standalone offices for security, efficiencies, and great experiences.



## CONFERENCE AGENDA

### 11:20AM EXPERT PANEL: PRIORITIES, PILOTS & PODIUMS

Moderated by Simon Elliot, **Managing Partner, 4xi Global Consulting & Solutions** and speakers Nicki Persaud, **Head of Global Safety & Security, Samsara** / Josh Bradshaw, **Global Head of Workplace Innovation, Visa** / Rebecca Fairman, **Lead Interior Designer, Airbnb** / Tracie Kelly, **Director of Corporate Real Estate & Workplace - HQ Bay Area, Uber** / Osama Aduib, **Regional Account Director, ISS Facility Services**

In this compelling panel, you will join esteemed global senior leaders from VISA, Samsara, Airbnb, and Uber to delve into their experiences in reimagining the work experience worldwide, particularly in the post-pandemic landscape. Together, you will explore the initiatives they have championed and witnessed. The panel's focus will be on sharing priorities, introducing pilots, and highlighting the wins, the surprises, and the learnings so far.



### 12:05PM AUDIENCE INTERACTION

### 12:10PM FAILING FORWARD: A WORKPLACE EXPERIMENT FOCUSED ON THE DESIGN, OPERATIONS AND LOGISTICS REQUIRED TO SUPPORT THE WAY PEOPLE ARE WORKING NOW

Grant Eoff, **Workplace Services Manager, Workplace Services & Real Estate, 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.



### 12:30PM OPTIMIZING WORKPLACE ROI THROUGH OCCUPANCY DATA

Michael Goulty, **Head of Customer & Partner Success, Butlr** / Michael Ippolito, **Senior Manager of Facilities Planning, Qualcomm**

The talk delves into leveraging occupancy data to enhance the return on investment (ROI) in a workplace setting. Exploring the intersection of technology and space utilization, it uncovers how accurate occupancy insights drive informed decisions in resource allocation, space design, and operational efficiency. The talk emphasizes how harnessing real-time data empowers organizations to create agile environments, reduce costs, and foster employee well-being. From occupancy & traffic sensors to data analytics, attendees will discover strategies to maximize ROI by aligning workspace strategies with evolving business needs, ultimately cultivating productivity and organizational success. The talk will revolve around Qualcomm's approach to innovative workspaces, and will explore how Qualcomm is currently deploying Butlr's occupancy sensors to drive actionable insights, optimize workspace utilization, and enhance employee satisfaction. This case study will exemplify the tangible benefits of data-driven workplace optimization.



### 12:50PM CREATING CONNECTION: FOSTERING COMMUNITY AND ENGAGEMENT THROUGH CORPORATE EVENTS

Leon Papkoff, **Chief Product Officer, CXApp**



### 12:55PM THE SHIFTING WORKPLACE: FROM COST CENTER TO COMPETITIVE ADVANTAGE

David Xides, **Enterprise Accounts, Modo Labs**





## CONFERENCE AGENDA

### 1PM LUNCH BREAK & NETWORKING

### 2PM CREATIVITY IN THE BALANCE: WHY IT'S IMPERATIVE TO DESIGN FOR CONNECTION AT WORK

Mirit Cohen, **Senior Manager, Global Workplace Experience Programs,** Adobe



Humans are wired for connection. The strength of our social connections influences our wellbeing, and, in turn, our creative output, as individuals and as groups. Leaders who want to foster a creative and resilient workforce — one that can navigate uncertainty together, while creating business results — understand that connection is a business imperative. Discover what we're learning at Adobe through our experimental Lab82 program, where we're testing new approaches to fostering connection at work — both in-person and remotely. Weaving in interdisciplinary perspectives on human connection and creativity from our primate origins to modern-day gatherings and rituals, this session will help attendees reckon with how to design a culture of connection for the future of work — and life.

### 2:20PM REVISITING THE CLUB WORKPLACE

Brian Stromquist, **Technology Leader, Design Manager, Senior Associate,** Gensler

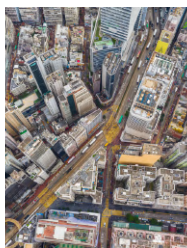


If we conceive of the future workplace as a fully-distributed ecosystem, one which takes the monolithic footprint of the hub office and disperses it across a broad range of alternative spaces, there's an exciting opportunity to imagine – or re-imagine, for some – the role of the Club workplace. In this session, we'll first define what constitutes the modern Club, after which we'll explore its ability to combine the work-oriented spaces of the Hub with new space typologies that address wellness, sustainability, and community resilience.

### 2:40PM COFFEE BREAK & NETWORKING

### 3:10PM THINK TANK SESSIONS

Join our interactive think tank discussion groups, where we explore the future of work's most compelling topics. Alongside, keynote presentations and expert panel discussions from industry experts, we are excited to be introducing a new thinktank session into our program.



### MAGNETISING THE BUILT ENVIRONMENT

Moderated by Simon Elliot, **Managing Partner & Co-Founder,** 4xi Consulting & Lisa Hsiao, **Senior Director,** JLL



San Francisco has long been seen as an early indicator of change. Post-pandemic has brought a different set of challenges: high vacancy rates in commercial and residential real estate, organizations and people relocating to less expensive destinations, retail exiting, private and business tourism on decline. What can the workplace community do to attract the workforce back to the physical space and magnetize the built environment to counter these headwinds. Urban revitalization.

## CONFERENCE AGENDA



### NEW PARADIGMS OF WORK

Moderated by Katie Rodrigues, **Managing Director, JLL** & Sarah Oppenhuizen, **Principal, Director of Interiors, HoK** & Lauren Perich, **Senior Designer, Studio O+A**



The post-pandemic era has given rise to new paradigms of work, including decentralized teams and flexible schedules. How can organizations proactively adapt to this "post-peak" office era and ensure that their workplaces remain conducive to collaboration, innovation, and employee well-being?



### TALENT OF THE FUTURE AND THE NEW EMPLOYEE VALUE PROP

Moderated by Rachel Marcuse, **Chief Operating Officer, Managing Partner, ReadySet** & Sarah Nelson, **Associate Director, Consulting, JLL**



Let's delve into strategies for attracting, retaining, and harnessing the potential of tomorrow's workforce including innovative approaches that bridge organizational needs with the aspirations of the next generation of employees.

### 4PM 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**



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.

### 4:20PM CHAIRPERSONS CLOSING REMARKS

Katie Rodrigues, **Managing Director, JLL**  
Nathan Manuel, **Director of Workplace and Employee Experience, PagerDuty**

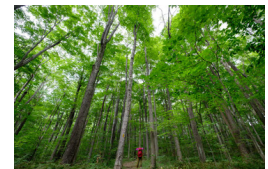


### 4:30PM CONFERENCE CLOSES

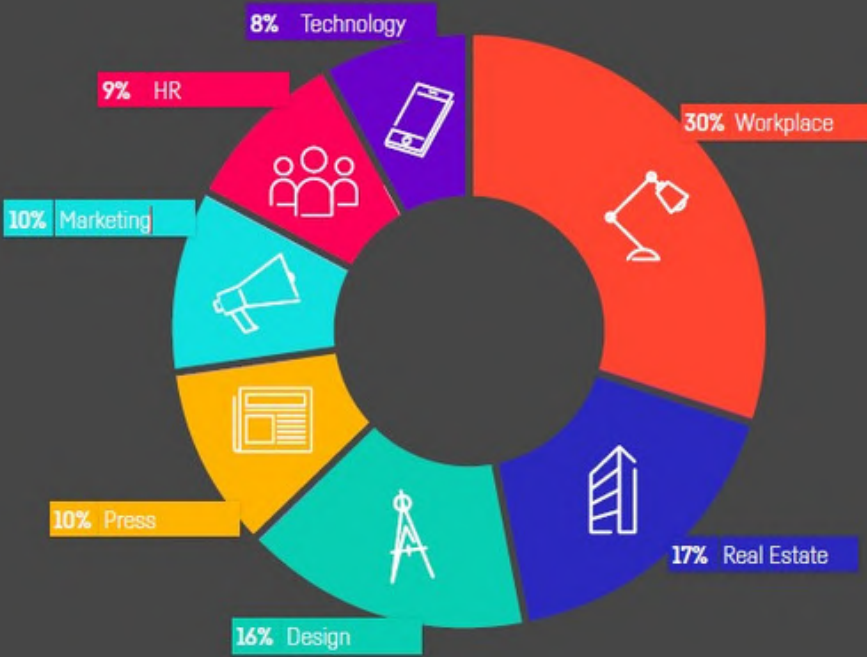


### WORKTECH WALK AND TALK - HIKE LAUREL WOOD

After the WORKTECH San Francisco conference closes join us for WORKTECH's Walk & Talk Networking at Laurel Wood Park! Are you ready to connect, collaborate, and stride towards the future of work? Lace up your walking shoes and join us for an engaging Walk & Talk networking session at the scenic Laurel Wood Park.



# 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-san-francisco/](http://www.worktechevents.com/events/worktech23-san-francisco/)

# KEY INFORMATION

## Date & Venue

When: Friday September 22nd

Where: Visa, Inc, 900 Metro Center Blvd, Foster City, CA 94404

## How to book:

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

## 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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