

# WORKTECH™ Amsterdam

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

# EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

ZOKU, AMSTERDAM

WEDNESDAY 22ND MAY

09:00 - 17:00

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Z O K U



Sophie Gillespie

Conference Producer,  
WORKTECH Events

## **A warm welcome to WORKTECH24 Amsterdam**

**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 May 22nd.**

**Warmest regards,  
Sophie**

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**SPEAKERS**



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**CONFERENCE AGENDA**



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**WHO ATTENDS**



**KEY INFORMATION**

# MEET THE SPEAKERS

**WORKTECH24 Amsterdam 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)

## Speaker highlights

**Derk Bots** Signify

**Lizette Engelen** Ericsson

**Ella Hafermalz** KIN Center for Digital Innovation

**Prof.Dr. Marleen Huysman** KIN Center for Digital Innovation

**Kasia Maynard** WORKTECH Academy

**Hans Meyer** Zoku

**Alexa Lightner** Mapiq

**Jana Retkowsky** KIN Center for Digital Innovation

**Kelly Robinson** Kelly A. Robinson Designs

**Chantal Schrama** IKEA

**Nicolaas Waaning** ING

**Belinda Norman-Walker** CBRE (ex-Uber)

**Hord Wbi** Rabobank





**Chantal Schrama, IKEA**



**Prof. Dr. Marleen Huysman, KIN  
CENTER FOR DIGITAL INNOVATION**



**Hans Meyer, ZOKU**



**Lizette Engelen, ERICSSON**



**Alexa Lightner, MAPIQ**



**Dr. Ella Hafermalz, KIN CENTER  
FOR DIGITAL INNOVATION**



**Kelly Robinson, Kelly A.  
ROBINSON DESIGNS**



**Hord Wbi, RABOBANK**



**Nicolaas Waaning, ING**



# 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:

#### **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 Amsterdam and beyond.

#### **Workplace Experience**

Companies are accelerating plans to invest in new technology, creating flexible and functional working environments. We will examine the latest workplace technologies and innovations that will support workplace experience, distributed working, and the built environment in 2024 onwards.

#### **Sustainable Futures: Rethinking Work, Architecture and Design**

In the wake of the global pandemic, we have accelerated shifts in our understanding of how we work, where we work, and the impact of our work on the planet. These sessions explore the pivotal challenges and opportunities that lie ahead as we envision a more sustainable, resilient, and purpose-driven future.

#### **Peak Performance: Designing the Future of Work for Exceptional Individuals**

Join us as we delve into the latest research, methodologies, and innovations that empower individuals to reach and sustain their highest levels of performance. From cultivating a culture of continuous improvement to leveraging cutting-edge technologies, our conference aims to provide a platform for thought leaders, practitioners, and enthusiasts to exchange insights and strategies for unlocking peak performance in the workplace.

#### KEY THEMES

DATA-DRIVEN WORKPLACE STRATEGIES AND TRANSFORMATIONS

WORKPLACE EXPERIENCE

SUSTAINABLE FUTURES: RETHINKING WORK, ARCHITECTURE AND DESIGN

PEAK PERFORMANCE: DESIGNING THE FUTURE OF WORK FOR EXCEPTIONAL INDIVIDUALS



# WORKPLACE TOURS

TUESDAY 21ST MAY

As a delegate, you'll have the opportunity to gain access to an exclusive behind-the-scenes experience at two of Amsterdam's most cutting-edge workplaces. Please note that spaces for these exclusive tours are extremely limited, subject to availability and available exclusively to registered conference delegates.

## IKEA WORKPLACE TOURS



At Ingka Group (IKEA Retail) Multifunctional Hub in Amsterdam, you will have the opportunity to witness how the company charts its path forward, anchored in a robust culture and unwavering values. IKEA's cross-functional approach emphasises flexibility and innovation, driving the organisation toward better practices.



## BOOKING.COM WORKPLACE TOURS



## Booking.com

The city has been the company's hometown for the past two decades. Inside its brand-new office at the tip of Oosterdokseiland, the Booking.com team works in a lively environment where they can meet, collaborate, and unwind. The company's unique culture is centred around inclusion, flexibility, and authenticity. And its innovative Amsterdam HQ underpins the teams' shared connection to the company's mission.



# CONFERENCE AGENDA

09:00 - 17:30

## 9:00AM CHAIRPERSON'S OPENING REMARKS

**Kasia Maynard**,  
Head of Research & Editorial, WORKTECH Academy

### 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 Amsterdam and beyond.

## 09:20 THE SHIFTING LANDSCAPE OF ORGANISATIONAL DYNAMICS: NAVIGATING AI DISRUPTION

**Prof. Dr. Marleen Huysman**, Director of the KIN Center for Digital Innovation, Vrije Universiteit Amsterdam

**Jana Retkowsky**, Postdoctoral Researcher, KIN Center for Digital Innovation, Vrije Universiteit Amsterdam

How is the use of generative AI changing knowledge and creative work in your organisation? Marleen & Jana join us at WORKTECH from the KIN Center for Digital Innovation to share new research into how the use of AI is impacting traditional knowledge ties between peers, what the long-term consequences are for organisational dynamics, and how business leaders can prepare for these implications and future-proof their workforce.



## 09:50 KEYNOTE SESSION

There are limited opportunities within the agenda for commercial partners to deliver relevant thought-leadership messages to our global audience of senior workplace professionals. For more information please contact Sophie Gillespie [sophie.gillespie@worktechevents.co.uk](mailto:sophie.gillespie@worktechevents.co.uk).

## 10:20 NETWORKING & COFFEE BREAK

### THEME: WORKPLACE EXPERIENCE

Companies are accelerating plans to invest in new technology, creating flexible and functional working environments. We will examine the latest workplace technologies and innovations that will support workplace experience, distributed working, and the built environment in 2024 onwards.

## 10:50 TO HYBRID OR NOT TO HYBRID? PLANNING THE OFFICE OF THE FUTURE IN A TIME OF CHANGE

**Belinda Norman-Walker**, Director, TMT Lead, Continental Europe, CBRE (ex-Uber)

Uber's journey to its new headquarters at Tripolis Park in Amsterdam encapsulates the contemporary challenge of redefining the office space amidst ever-evolving work dynamics. This case study explores the decision-making process behind the location selection, occupancy strategies, design principles, and metrics for success. Join Belinda as she shares how, by embracing innovative hybrid strategies, sustainability certifications like WELL and BREEAM, and employee-centric design principles, Uber sets a precedent for organisations seeking to thrive in a rapidly evolving landscape.

## 11:20 FLIGHT TO QUALITY: RETHINKING REAL ESTATE

**Derk Bots**, Commercial Leader Systems & Services O&I Europe, Signify  
**Kasia Maynard**, Head of Research & Editorial, WORKTECH Academy

With unprecedented levels of uncertainty shaping the landscape of the CRE market, a shift has emerged, characterized by a notable absence of significant asset movement. Companies, rather than embarking on traditional real estate investments, are increasingly opting to refurbish and refit. This session explores how best to navigate an ever-evolving business environment, with emphasis on the integration of energy optimisation and smart solutions.





# CONFERENCE AGENDA

09:00 - 17:30

## 11:50 ELEVATING THE WORKPLACE EXPERIENCE: WHERE STRUCTURE MEETS HUMANITY

**Ella Hafermalz**, Associate Professor, KIN  
Center for Digital Innovation, Vrije  
Universiteit Amsterdam

**Nicolaas Waaning**, Global Head of  
Corporate Real Estate Management, ING  
Bank

**Hord Wbi**, Change Manager Diversity,  
Equity & Inclusion, Rabobank

**Hans Meyer**, Zoku International

In this dynamic panel discussion, cross-functional industry experts will spotlight active and newly completed workplace projects, exploring key considerations for attracting and retaining top talent, crafting hospitality-driven workplace experiences, and aligning workplace developments with sustainable and responsible business practices. Learn how these organisations draw inspiration from international sites, fostering a workplace that seamlessly integrates structure, culture and humanity.



## 12:30 INNOVATION PLATFORM

**Roel Mendel**,  
Territory Account Manager Benelux, Neat



## 12:35 NETWORKING LUNCH

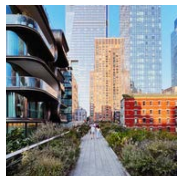
## 13:35 THINK TANK SESSIONS

An interactive and collaborative session for us to come together to discuss and share insights from the day's presentations, while also providing an opportunity for networking and socialising. Delegates are divided into small groups, taking turns sharing insights, reflections, and opinions on these topics:



### DATA FOR CHANGE : THRIVING IN THE MODERN WORKPLACE

Thriving in The Modern Workplace – As the pace of technological advancements accelerates, we explore digital transformation and share lessons learned in navigating the modern workplace's digital terrain. How can we leverage workplace data alongside emerging disruptors like AI and spatial computing to thrive in the digital era?



### MAGNETISING THE BUILT ENVIRONMENT

As business leaders strive to instil purpose and meaning within their physical workplaces, how can the power of digital storytelling be leveraged to seamlessly merge the physical and digital realms and magnetise people to the office? What tools and strategies can be used to reinvigorate physical spaces and transform them into places of engagement and meaningful collaboration?



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

Let us delve into strategies for attracting, retaining, and harnessing the potential of tomorrow's workforce. What innovative approaches can be leveraged to enhance culture and bridge organisational needs with the aspirations of the next generation of employees?

**Alexa Lightner**,  
Global Business Development Manager, Mapiq



## THEME: SUSTAINABLE FUTURES: RETHINKING WORK, ARCHITECTURE AND DESIGN

In the wake of the global pandemic, we have accelerated shifts in our understanding of how we work, where we work, and the impact of our work on the planet. These sessions explore the pivotal challenges and opportunities that lie ahead as we envision a more sustainable, resilient, and purpose-driven future.

# CONFERENCE AGENDA

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## 14:30 KEYNOTE SESSION

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## 15:00 NETWORKING & COFFEE BREAK

### THEME: PEAK PERFORMANCE: DESIGNING THE FUTURE OF WORK FOR EXCEPTIONAL INDIVIDUALS

Join us as we delve into the latest research, methodologies, and innovations that empower individuals to reach and sustain their highest levels of performance. From cultivating a culture of continuous improvement to leveraging cutting-edge technologies, our conference aims to provide a platform for thought leaders, practitioners, and enthusiasts to exchange insights and strategies for unlocking peak performance in the workplace.

## 15:55 EXPERT PANEL: WORKPLACE PILOTS: NAVIGATING NEW METRICS & MEASUREMENTS OF SUCCESS

**Ella Hafermalz**, Associate Professor, KIN Center for Digital Innovation, Vrije Universiteit Amsterdam

**Lizette Engelen**, Global Workplace Community & Innovation Lead, Ericsson

**Chantal Schrama**, Multifunctional Hub Manager, IKEA

**Hans Meyer**, Zoku International

Explore innovative approaches to creating and measuring flexible and adaptable workspaces and smart environments that enhance employee well-being, productivity, and engagement in this enlightening and dynamic discussion. The panel's focus will be on sharing priorities, introducing pilots, and highlighting the wins, the surprises, and the learnings so far.



## 16:30 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.



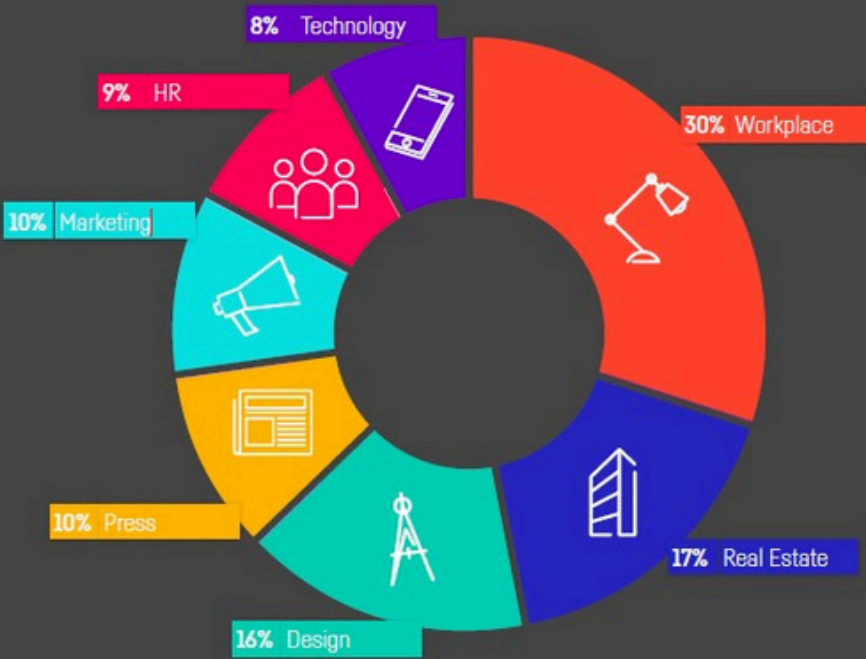
## 17:00 CHAIRPERSON'S CLOSING REMARKS

**Kasia Maynard**,  
Head of Research & Editorial, WORKTECH Academy



## 17:30 CONFERENCE CLOSES

# 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



Informative, interesting views on workplace design, planning technology and workers

WORKTECH DELEGATE, BANK OF MONTREAL



# BOOK NOW

[www.worktechevents.com/events/worktech24-amsterdam/](http://www.worktechevents.com/events/worktech24-amsterdam/)



## KEY INFORMATION

### Date

When: Wednesday 22nd May

Where: ZOKU, Amsterdam

### How to book:

Visit:

[www.worktechevents.com/events/worktech24-amsterdam/](http://www.worktechevents.com/events/worktech24-amsterdam/)

### 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:

[renee.saunders@worktechevents.co.uk](mailto:renee.saunders@worktechevents.co.uk)



**WORKTECH™**

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