

WORKTECH™

Basel

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

TUESDAY 9TH APRIL 2024
KHAUS, BASEL

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Caroline Bell

Managing Director,
WORKTECH Events

A warm welcome to WORKTECH24 Basel

WORKTECH24 Basel 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 February 9th.

Warmest regards,
Caroline

CONTENTS



SPEAKERS



SESSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS



WORKTECH24 Basel 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 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

Full list of speakers

Peter Baumann **SAP**
Peyman Blumstengel **Haltian**
Susannah Burock **Swiss Re**
James Calfe **Skyfold**
Peter Duine **Signify**
Sabine Ehm **Ericsson**
Raphael Gielgen **Vitra**
Andreas Gschmeidler **UBS**
Nicolas Henchoz **EPFL**
Henrik Jarleskog **Sodexo**
Laura Julen **Sodexo**
Alexia Johnson **MSD**
Key Kawamura **Studio Banana**
Leonz Korner **Thingdust**
Jan Mischke **McKinsey Global Institute**
Jeremy Myerson **WORKTECH Academy**
Christoph Rogge **Roche**
Maria Rosa Abeijon Giraldez **NOKIA**
Elias Schäfer **kHaus**
Philip Tidd **Gensler**
Audrey Zaimche **M Moser Associates**



Jan Mischke, McKinsey Global Institute



Christoph Rogge, Roche



Alexia Johnson, MSD



Nicolas Henchoz, Lausanne



Philip Tidd, Gensler



Sabine Ehm, Ericsson

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 2024 and beyond.

People Centred Workplaces: Cultivating Culture, Collaboration & Engagement

How can companies make the office an attractive proposition to employees who now have more choice in where and how they work? How can we create positive workplace experience and seamless collaboration in our new hybrid world. We examine the post pandemic impact on work, space, buildings and the effects on employee and company productivity and well-being, behaviour and culture.

The New Workplace Revolution

What does the future of work and workplace look like? What strategies are organisations adopting to bounce back from the coronavirus and what is the impact on the built environment and commercial real estate?

KEY THEMES

THE NEW WORLD OF WORK:
CHALLENGES & EMERGING TRENDS:

WORKPLACE EXPERIENCE

PEOPLE CENTRED WORKPLACES:
CULTIVATING CULTURE,
COLLABORATION & ENGAGEMENT

THE NEW WORKPLACE REVOLUTION



EMPTY SPACES AND HYBRID PLACES

Dr. Jan Mischke, Partner, McKinsey Global Institute

Jan shares new thinking on the Future of Cities and Urban design. New urban design strategies are emerging in reaction to the new realities on the ground, with cities becoming more hybrid themselves. This session explores new trends and themes emerging affecting the new world of work including the development of more mixed-use neighbourhoods, construction trends of more adaptable buildings, green public space and the design of multi-use office and retail space.

DIGITAL INNOVATION: TRANSFORMING THE WORKPLACE INTO A DESTINATION

Nicolas Henchoz, Founding Director of the EPFL+ECAL Lab, the design research centre of EPFL, the Swiss Federal Institute of Technology

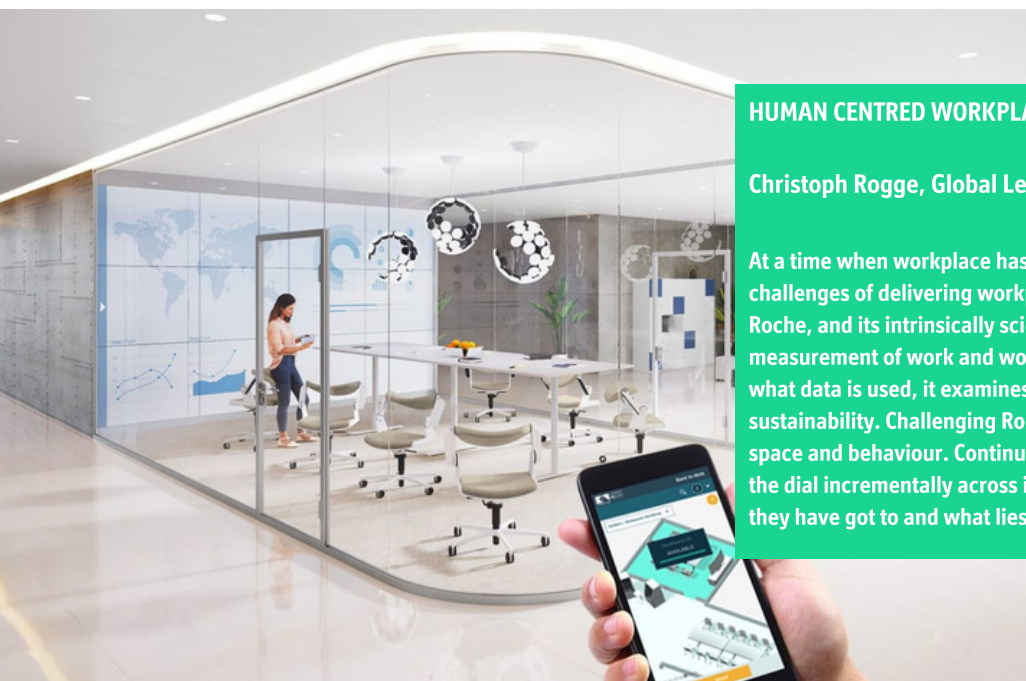
This session explores the transformative power of digital innovation in shaping the workplace into a destination that inspires, engages, and fosters a sense of pride among employees. Drawing inspiration from the iconic Rolex building and its innovative design, we will delve into real-world examples that showcase the profound impact of digital advancements on the modern work environment. We uncover ways in which digital innovation can transform workplace into a destination where employees thrive, collaborate, and take pride in their contributions to a shared vision of success.



HUMAN CENTRED WORKPLACE EXPERIENCE

Christoph Rogge, Global Lead FM&RE Technology, Roche

At a time when workplace has never been more important to C-Suite, we examine the challenges of delivering workplace experience true to brand, culture and people. Roche, and its intrinsically scientific culture, extended an experimental approach to measurement of work and workplace. Looking at how it measures and captures data, what data is used, it examines employee cost efficiency, space efficiency and sustainability. Challenging Roche to embrace and experiment with IT tools, people, space and behaviour. Continual learning and development has enabled Roche to move the dial incrementally across its global portfolio. Christoph shares this journey, where they have got to and what lies next.



KHAUS, BASEL

08:30 CONFERENCE OPENS

08:30 REGISTRATION AND PRE-EVENT NETWORKING

09:00 CHAIRPERSON'S WELCOME

Key Kawamura, Co-Founder and Leader of Future Workplace, Studio Banana

STUDIO
BANANA

09:10 WELCOME FROM KHAUS

Elias Schäfer, Chairperson of the Board, kHaus and Vice President Base Camp, Swiss Innovation Forces

k H a u s

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?

09:15 EMPTY SPACES AND HYBRID PLACES

Dr. Jan Mischke, Partner, McKinsey Global Institute

McKinsey
Global Institute

Jan shares new thinking on the Future of Cities and Urban design. New urban design strategies are emerging in reaction to the new realities on the ground, with cities becoming more hybrid themselves. This session explores new trends and themes emerging affecting the new world of work including the development of more mixed-use neighbourhoods, construction trends of more adaptable buildings, green public space and the design of multi-use office and retail space.

09:50 THE FLIGHT TO CHARACTER: CREATING AN AUTHENTIC WORKPLACE

Jeremy Myerson, Director, WORKTECH Academy

WORKTECH ACADEMY

While hybrid working has hit the office real estate sector hard, a major consolation has been a 'flight to quality' that has generated high demand for Class A offices in prime locations with strong ESG and sustainability criteria. But what if 'quality' or 'premium' space is no longer enough to entice people back to the office? In this presentation, Jeremy Myerson founder of WORKTECH Academy and professor emeritus at the Royal College of Art, looks at how a 'flight to character' responds to a deeper search for meaning, purpose and authenticity among employees – and how a new design agenda might create more characterful and successful workplaces.

10:25 INNOVATION PLATFORM

James Calfe, International RSM, Skyfold

SKYFOLD

10:30 NETWORKING AND COFFEE BREAK

11:00 WELCOME BACK

KHAUS, BASEL

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.

11:00 DIGITAL INNOVATION: TRANSFORMING THE WORKPLACE INTO A DESTINATION

Nicolas Henchoz, Founding Director of the EPFL+ECAL Lab, the design research centre of EPFL, the Swiss Federal Institute of Technology



This session explores the transformative power of digital innovation in shaping the workplace into a destination that inspires, engages, and fosters a sense of pride among employees. Drawing inspiration from the iconic Rolex building and its innovative design, we will delve into real-world examples that showcase the profound impact of digital advancements on the modern work environment. We uncover ways in which digital innovation can transform workplace into a destination where employees thrive, collaborate, and take pride in their contributions to a shared vision of success.

11:30 FIRESIDE CHAT: FLIGHT TO QUALITY | RETHINKING REAL ESTATE

Peter Duine, Global Business Director Systems & Services, Signify and Jeremy Myerson, Director, 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 integration of energy optimization and smart solutions. Peter and Jeremy offer valuable insights into innovative approaches for long-term resilience and sustainability whilst cost saving during execution and operation.

12:00 EXPERT PANEL: RE-SHAPING THE WAY WE WORK

Moderated by: Audrey Zaimeche, Senior Associate, Workplace Strategy, M Moser Associates, including Sabine Ehm, Global Workplace Community & Innovation Engagement Lead, Ericsson, Peter Baumann, COO Global Real Estate & Facilities, SAP, Peyman Blumstengel Workplace Advisor, Director DACH, Haltian and Andreas Gschmeidler, Workplace Experience Executive Director, UBS

In the age of the “anywhere office”, people, place and technology will play a more vital role than ever. It is now crucial for businesses to understand how people are using workspaces with technologies that will keep teams connected, organized with an enhanced experience. 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 INNOVATION PLATFORM

Leonz Korner, Business Development, Thingdust



12:35 NETWORKING & LUNCH BREAK

KHAUS, BASEL

13:30 WELCOME BACK

Jeremy Myerson, Director, WORKTECH Academy



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 examine the post pandemic impact on work, space, buildings and the effects on employee and company productivity and well-being, behaviour and culture

13:35 AUDEMARS PIGUET WORKPLACES: LEGACY, FOCUS AND EXPERIMENTATION

Key Kawamura, Co-Founder and Leader of Future Workplace, Studio Banana



Case Study: Audemars Piguet Workplace Adaptation Strategy. Over the years Studio Banana has supported Audemars Piguet, an almost 150 years-old family-owned Swiss watchmaking firm, developing its portfolio of workplaces. This case study presents the range of projects, approaches and strategies deployed at multiple sites as well as how an industrial company has adapted to a post-Covid world of work.

14:05 HUMAN CENTRED WORKPLACE EXPERIENCE

Christoph Rogge, Global Lead FM&RE Technology, Roche



At a time when workplace has never been more important to C-Suite, we examine the challenges of delivering workplace experience true to brand, culture and people. Roche, and its intrinsically scientific culture, extended an experimental approach to measurement of work and workplace. Looking at how it measures and captures data, what data is used, it examines employee cost efficiency, space efficiency and sustainability. Challenging Roche to embrace and experiment with IT tools, people, space and behaviour. Continual learning and development has enabled Roche to move the dial incrementally across its global portfolio. Christoph shares this journey, where they have got to and what lies next.

14:35 EXPERT PANEL: FUTURE WORKPLACE | EMPLOYEE ENGAGEMENT REGAINING CONTROL

Laura Julen, Head of Sodexo Switzerland
 Alexia Johnson, Director of Facilities, MSD,
 Henrik Jarleskog, Head of Strategy for Sodexo Continental Europe,
 Susannah Burock, Global Workplace Experience Manager & VP Corporate Real Estate & Services, Swiss Re and Maria Rosa Abeijon Giraldez, Workplace design & Ux lead, Nokia

Industry experts discuss shifts to more data-driven approaches to workplace design, collaborations across hybrid teams, and the evolving priorities of leaders within the industry. How is the life science industry responding to the future of work in the long-term? And what can we learn from these large organisations about how to create cohesive teams across different geographical locations?



KHAUS, BASEL

15:05 NETWORKING & COFFEE BREAK

15:30 WELCOME BACK

THEME: THE NEW WORKPLACE REVOLUTION

What does the future of work and workplace look like? What strategies are organisations adopting to bounce back from the coronavirus and what is the impact on the built environment and commercial real estate?

15:30 NEVER BEFORE HAS THE FUTURE BECOME REALITY SO QUICKLY!

Raphael Gielgen, Trendscout Future of Work Life & Learn, Vitra

vitra.

As we enter a new economic cycle, we are on the cusp of systemic change, a new era that is becoming tangible and palpable for everyone. This change is characterized by an unprecedented dynamic in which the future is rapidly becoming the present. As a result, our world of work is changing faster than we thought possible.

16:00 CLOSING KEYNOTE: WORKPLACE WITH A TWIST

Philip Tidd, Managing Director, Gensler

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. Philip 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.

16:30 CLOSING REMARKS

16:45 CONFERENCE CLOSE

16:45 - 17:30 DRINKS



CONFERENCE VENUE



kHaus, Basel

kHaus built 150 years ago as a military barracks, evolved into a prominent cultural hub in Basel during the 80s, hosting activities in culture, education, sports, gastronomy, and religion. The space has become a well-known cultural and important centre of life in Basel.

The new and updated kHaus provides the city of Basel with a contemporary and multifunctional cultural facility and new public areas in a historic and central location.

The conversion unites two of the most iconic public spaces in Basel: the river and the Kaserne courtyard, which are now linked for the first time and publicly accessible on both sides. This new urban hub facilitates connections on a city-wide scale, creating a new gathering place for the community, animated by multiple activities.

GETTING HERE

PUBLIC TRANSPORTATION

From Basel station (SBB) and French station (SNCF):
Tram no. 8 in the direction of "Kleinhüningen"/"Weil am Rhein Bhf" to "Kaserne".

From Badischer Bahnhof:

Tram no. 6 in the direction of "Allschwil" to "Claraplatz". From there, walk or take tram no. 8 in the direction of "Kleinhüningen" to "Kaserne".

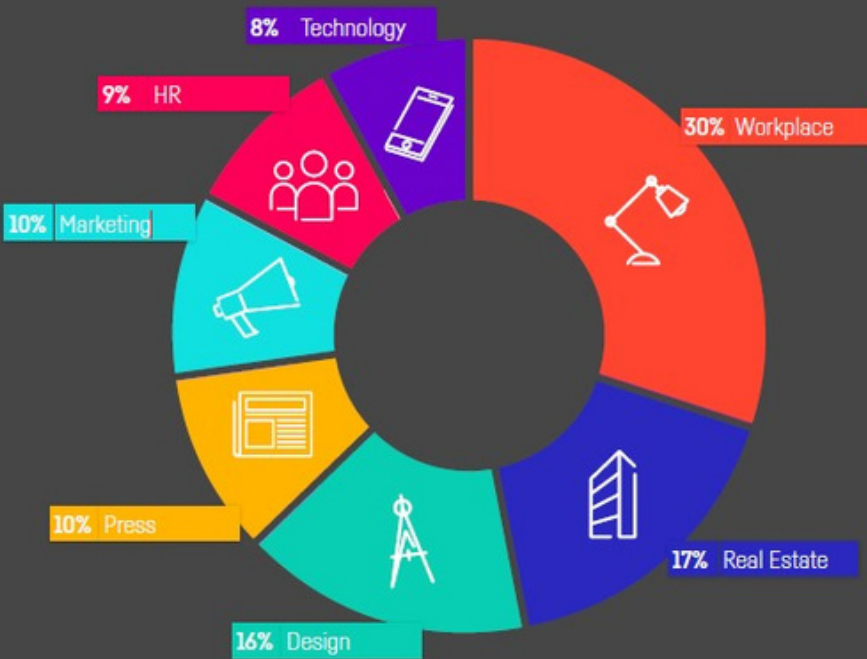
From EuroAirport Basel-Mulhouse:

Bus no. 50 to «Kannenfeldplatz». Change to tram no. 1 to «Dreirosenbrücke». Change to tram no. 8 or 17 to «Kaserne»

By car:

There are no parking spaces available. Please use the "Parkhaus Claramatte" on Klingentalstrasse.

WHO ATTENDS



The choice of speakers was really inspiring offering great variety across a range of relevant topics.



DELEGATE, GSK



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

DELEGATE, UNILEVER



BOOK NOW

[HTTPS://WORKTECHEVENTS.COM/EVENTS/WORKTECH24-BASEL/](https://worktechevents.com/events/worktech24-basel/)

KEY INFORMATION

Date & Venue

When: Tuesday April 9th 2024

Where: kHaus, Basel

How to book:

Visit: <https://worktechevents.com/events/worktech24-basel/>

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



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