

WORKTECH™

Copenhagen

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

THURSDAY 23RD MAY

DANISH ARCHITECTURE CENTRE, COPENHAGEN

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WORKTECH ACADEMY



Caroline Bell

Managing Director,
WORKTECH Events

A warm welcome to WORKTECH24 Copenhagen

WORKTECH24 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 May 23rd.

Warmest regards,
Caroline

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SPEAKERS



SESSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS



WORKTECH24 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 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

Rolf Anderssen [KAB](#)
Peter Ankerstjerne [Planon](#)
Derk Bots [Signify](#)
Mette Hasle [Danske Bank](#)
Camilla Hillerup [Microsoft](#)
Hans Meyer [Zoku](#)
Chris Middleton [Kinzo Architekten](#)
Matthew Myerson [WORKTECH Academy](#)
Bodil Nordstrom [Henning Larsen](#)
Imogen Privett [Unwork](#)
Kelly Robinson [Kelly A. Robinson Designs](#)
Annemette Skov [Norlys](#)
Sonya Simmonds [Individual](#)
Peter Wejlemand [Nordea](#)



Camilla Hillerup, MICROSOFT



Mette Hasle DANSKE BANK



Kelly Robinson , Kelly A.
ROBINSON DESIGNS



Hans Meyer, ZOKU



Sonya Simmonds, INDIVIDUAL



Imogen Privett, UNWORK



Matthew Myerson,
WORKTECH ACADEMY

SESSION HIGHLIGHTS



Key themes we will be discussing at this event include:

Navigating the Changing Landscape of Work: Addressing Challenges and Embracing Emerging Trends

Transformation of the work environment has accelerated, prompting a reassessment of traditional norms. We delve into the upcoming trends in the future of work, exploring how business leaders can effectively respond and prioritize their actions.

Peak Performance: Designing the Future of Work for Exceptional Individuals

We delve into the latest research, methods, and innovations empowering individuals to reach and sustain their highest levels of performance. From cultivating a culture of continuous improvement to leveraging cutting-edge technologies, hear thought leaders and practitioners exchange insights and strategies for unlocking peak performance in the workplace.

Digital Transformation: Thriving in The Modern Workplace

As the pace of technological advancements accelerates, explore digital transformation and gain valuable insights into the transformative influences shaping the future workplace. Consider strategies for leveraging workplace data alongside emerging disruptors like AI and spatial computing within your organizations and explore the creation of seamless experiences to thrive in the digital era.

Urban Renaissance: Shaping the Future of Work

Exploring how workplace is changing to meet the changing needs of businesses and employees, while emphasizing sustainability, inclusivity, and wellbeing. From the emergence of new communities to the revitalization of urban space, we'll examine the transformation of workspace into vibrant new destinations for living and working.

KEY THEMES

NAVIGATING THE CHANGING LANDSCAPE OF WORK: ADDRESSING CHALLENGES AND EMBRACING EMERGING TRENDS

PEAK PERFORMANCE: DESIGNING THE FUTURE OF WORK FOR EXCEPTIONAL INDIVIDUALS

DIGITAL TRANSFORMATION: THRIVING IN THE MODERN WORKPLACE

URBAN RENAISSANCE: SHAPING THE FUTURE OF WORK

09:10 WELCOME FROM MODERATOR

Peter Ankerstjerne, Chief Strategy Officer, Planon



THEME: Navigating the Changing Landscape of Work

Addressing Challenges and Embracing Emerging Trends. Transformation of the work environment has accelerated, prompting a reassessment of traditional norms. We delve into the upcoming trends in the future of work, exploring how business leaders can effectively respond and prioritize their actions.

09:25 GLOBAL WORKPLACE TRENDS

Imogen Privett, Director of Workplace Innovation, UnWork



In this session, Imogen shares perspectives and trends from around the globe based on UnWork's global consultancy practice. While the latest figures show that Fortune 100 companies are increasingly requiring office attendance for a minimum of three days a week, this is still accompanied by a concern for employee experience that is driving new approaches to office design, amenity and inclusion. With exceptional workplace experiences taking a lot of work behind the scenes, Imogen will also share insights into the tools and approaches that support impactful delivery.

10:05 THE FLIGHT TO CHARACTER: CREATING AN AUTHENTIC WORKPLACE

Matthew Myerson, Development Director, 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, Matthew 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.

10:30 NETWORKING AND COFFEE BREAK

11:00 WELCOME BACK

THEME: Peak Performance: Designing the Future of Work for Exceptional Individuals

We delve into the latest research, methods, and innovations empowering individuals to reach and sustain their highest levels of performance. From cultivating a culture of continuous improvement to leveraging cutting-edge technologies, hear thought leaders and practitioners exchange insights and strategies for unlocking peak performance in the workplace.

11:00 CASE STUDY: THE NEW NIKE EUROPE HQ IN BERLIN-KREUZBERG, GERMANY

Chris Middleton, CEO and Founder Kinzo Architekten



This session explores the theme of The City as Headquarters. It examines how urban structures impact our way of working and can function as unique backdrop to enhance brand's presence in the city. How Nike used urban structures in its design approach, how they integrate local culture into their company's set of values and how to uphold an in-person work culture through an innovatively layered workplace experience.

11:25 CASE STUDY: KAB - THE EMPLOYER'S BIGGEST CHALLENGE: CREATING COMMUNITY AND CULTURE AS BASIS OF THE FUTURE WORKPLACE

Rolf Andersson, **Building Development Manager, KAB** and
Bodil Nordstrom, **Head of Design, Henning Larsen**



In an era where remote work vies with traditional office setups, crafting environments that inspire collaboration and innovation is paramount. Henning Larsen's design for the social housing association KAB's headquarters in Copenhagen exemplifies this ethos, creating a nexus where community thrives. As the workforce increasingly values flexibility and connection, the challenge lies in blending physical and remote experiences seamlessly. In a close collaboration Henning Larsen Architects and KAB has created a workplace that joins the tradition of the office with the tradition of the home. Join us as we delve into the symbiosis of social responsibility, work culture, design, and talent retention.

11:55 EXPERT PANEL: STRATEGIES FOR PEAK WORKPLACE PERFORMANCE

Camilla Hillerup, **HR Direktør, Microsoft Denmark & Iceland, Mette Hasle, Workspace development Lead & Principal Project Manager at Danske Bank, Sonya Simmonds, Workplace Strategist, Architect Specialising in International Workplace Design, Experience and Innovation, Former Head of Distributed Experience, Spotify**

Join our panel of experts as they share insights and strategies aimed at attracting and retaining top emerging talent. Explore the latest innovations and thinking geared towards sustaining high performance in the workplace. Discover the tools and technologies that foster a culture of continuous improvement, as well as those essential for cultivating diversity and inclusivity in the modern workplace.



Session: Interactive Insights

A chance to discuss, debate and feedback thoughts and opinions on what you've heard throughout the day so far. Attendees are invited to engage in thought-provoking discussions, to voice opinions, share experiences, and pose questions to speakers and fellow participants. With interactive polling sessions and real-time poll results, this session is designed to spark conversations and generate insights into collective viewpoints.

12:45 NETWORKING AND LUNCH BREAK

13:45 WELCOME BACK

THEME: Digital Transformation: Thriving in The Modern Workplace

As the pace of technological advancements accelerates, explore digital transformation and gain valuable insights into the transformative influences shaping the future workplace. Consider strategies for leveraging workplace data alongside emerging disruptors like AI and spatial computing within your organizations and explore the creation of seamless experiences to thrive in the digital era

13:50 FIRESIDE CHAT: FLIGHT TO QUALITY | RETHINKING REAL ESTATE

Derk Bots, Commercial Leader Systems & Services O&I Europe, Signify and Matthew Myerson, Development Director, WORKTECH Academy

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. Derk and Matthew offer valuable insights into innovative approaches for long-term resilience and sustainability whilst cost saving during execution and operation.

14:15 EXPERT PANEL: RESHAPING THE WAY WE WORK

Peter Wejlemand, Head of Workplace Management Denmark, Nordea and Annette Skov, Senior Manager Workplace Innovation, Norlys



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.

14:45 NETWORKING AND COFFEE BREAK

15:15 WELCOME BACK

THEME: Urban Renaissance: Shaping the Future of Work

Exploring how workplace is changing to meet the changing needs of businesses and employees, while emphasizing sustainability, inclusivity, and wellbeing. From the emergence of new communities to the revitalization of urban space, we'll examine the transformation of workspace into vibrant new destinations for living and working.

15:15 ZOKU: PIONEERING THE FUTURE OF WORK THROUGH CONNECTIVITY AN INNOVATION

Hans Meyer, co-founder of award-winning hotel concept, Zoku.



Zoku, a hybrid blend of residence and workplace with hotel amenities, has garnered recognition as one of the "25 Coolest Hotels in the World" by Forbes. This innovative concept fosters connectivity, catering to digital nomads and international companies seeking to optimize talent. Developed through lean startup principles and leveraging technologies like VR and mobile EEG scanning, Zoku embodies the ethos of "more value at a lower cost." Founder Hans, after immersing himself in various global locales while managing remotely, crafted Zoku's mantra: "The World doesn't need More Stuff, it needs Smarter Solutions." Positioned for the "Work From Anywhere" movement, Zoku champions the Future of Work, emphasizing mobility and research-backed human connections—a theme underscored by the pandemic. Hans, a proponent of customer-centric innovation and sustainable corporate culture, has already seen his vision of the Future of Work come to fruition within Zoku

15:45 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

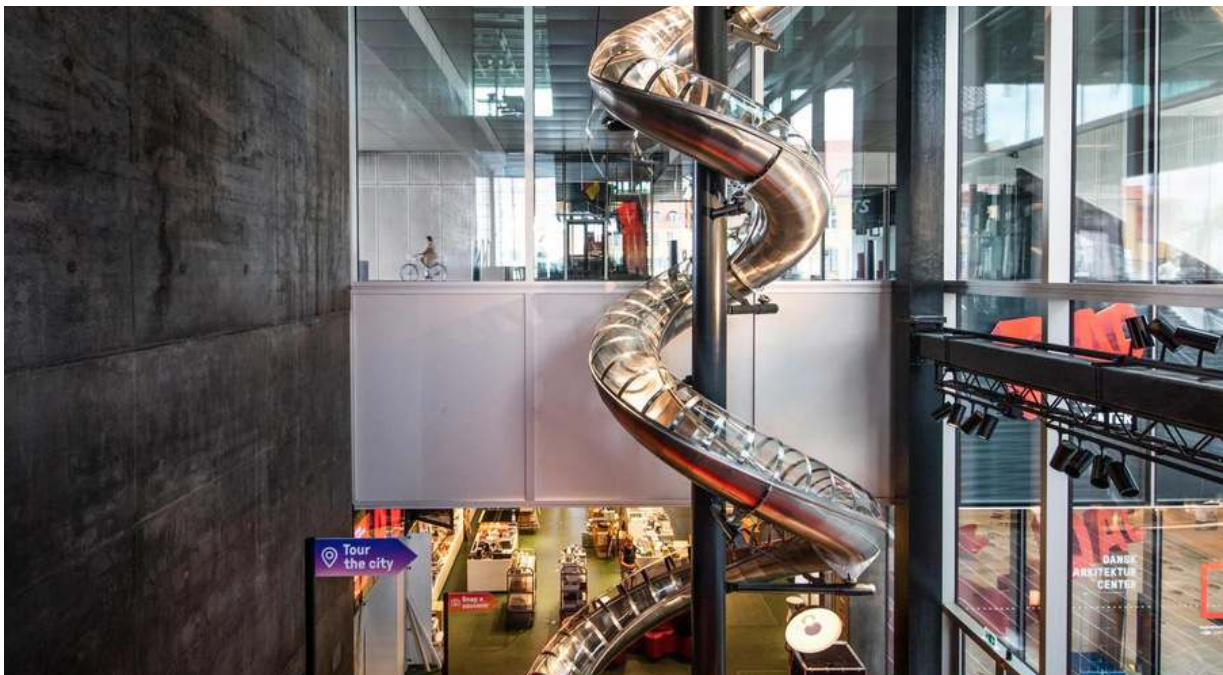


Riding the waves of a rapidly changing world requires anchoring into principles that stand the test of time. In this light-hearted and interactive talk about aiming for better balance across organisations and industries, Kelly explores why continuing to lean more into feminine principles could be what allows us to achieve that balance, and stay healthier in the long term as a result.

16:15 CLOSING REMARKS

16:20 CONFERENCE CLOSE

16:20 - 17:00 NETWORKING DRINKS



WORKPLACE TOURS

TUESDAY 21ST MAY

This year WORKTECH24 Copenhagen will be holding three different workplace tours of three amazing, dynamic and innovative spaces. Workplace tours give delegates the opportunity to gain access to an exclusive behind-the-scenes experience at three of Copenhagen'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.

NORDEA BANK HEADQUARTERS



The Nordea building, a prominent fixture in Copenhagen since its completion in 2010, serves as the bustling headquarters for Nordea Bank, a key player in the Nordic financial landscape. Rising 23 stories above the city streets, it symbolizes not just architectural prowess but also Nordea's central role in the region's economic sphere. As the nerve centre for Nordea's operations, the building pulsates with activity, housing offices, meeting spaces, and cutting-edge financial infrastructure. Its strategic location underscores Nordea's commitment to accessibility and connectivity within Copenhagen's vibrant urban fabric. Beyond its physical presence, the Nordea building embodies the bank's ethos of innovation and forward-thinking, serving as a beacon for financial progress in the heart of the city.

Nordea

WOODS - COWORKING SPACE



Nestled in Copenhagen, Woods beckons freelancers, start-ups, and corporate teams to experience a workspace unlike any other. Its sleek architecture merges seamlessly with lush greenery, creating an inspiring atmosphere bathed in natural light. From flexible coworking areas to state-of-the-art meeting rooms, Woods offers amenities designed to foster collaboration and productivity. Sustainability is paramount, with eco-friendly features integrated throughout. Whether seeking a space for client meetings, brainstorming sessions, or simply a change of scenery, Woods provides the perfect backdrop for success. Join and embark on a journey where nature, creativity, and collaboration converge to redefine the modern workspace experience.

woods

ZOKU, COPENHAGEN



Zoku Copenhagen is a dynamic hub in the heart of Denmark's capital, where living and working seamlessly intertwine. Inspired by the Danish concept of hygge, Zoku fosters warmth, comfort, and community within its versatile loft-style accommodations. With thoughtfully designed communal areas and state-of-the-art workspaces, guests are encouraged to connect, collaborate, and thrive. From networking events and workshops to live music performances, Zoku offers a diverse range of programming, cultivating a vibrant community of travellers, entrepreneurs, and creatives. Here, boundaries blur, and life unfolds as a fluid, enriching experience, redefining the way we live, work, and interact in a modern world.

Z O K U

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.

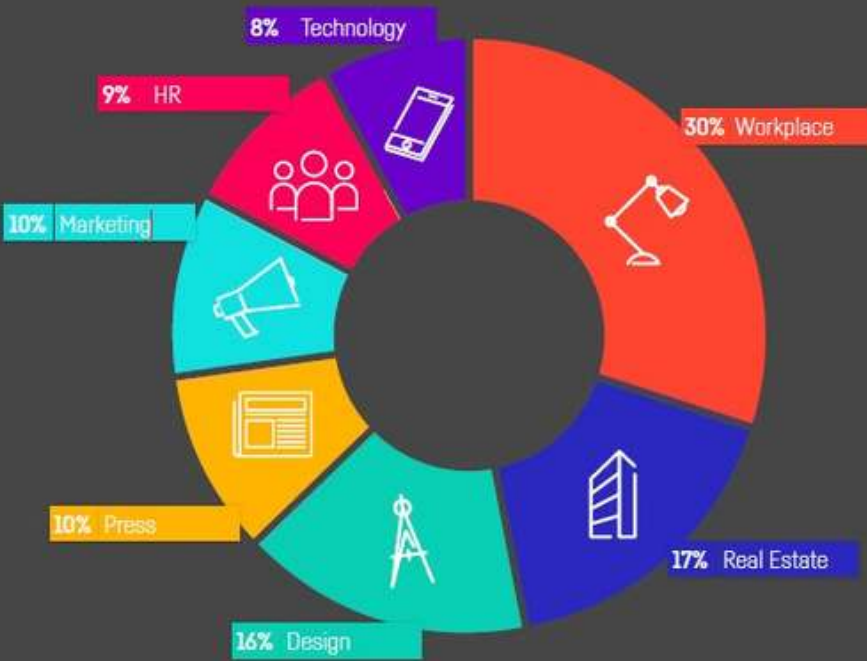
Alternatively, Stormgade bus stop (accessible with Lines 37, 31, 23 and 2A), Otto Mønsted's Plads (Lines 5C and 68) and the Royal Danish Library (Line 26) are just a five-minute walk from DAC.

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

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

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KEY INFORMATION

Date & Venue

When: Thursday 23rd May, 2024

Where: The Danish Architecture Center, Copenhagen

How to book:

Visit: www.worktechevents.com/events/worktech24-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:

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WORKTECH™

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