

WORKTECH™ Los Angeles

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

TUESDAY, NOVEMBER 12TH 2024

STEELCASE WORKLIFE CENTER

09:30 - 16:30

HOST PARTNER

Steelcase

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WORKTECH ACADEMY

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Senior Conference
Producer, WORKTECH
Events

A warm welcome to WORKTECH24 Los Angeles

Dear Future of Work Enthusiast,

Welcome to WORKTECH24 Los Angeles – 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 100 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 November 12th and look forward to an inspiring and enriching event that promises to shape the future of how we work and thrive.

Warmest regards,
Samantha

CONTENTS



SPEAKERS



SESSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS



WORKTECH24 Los Angeles 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

Full list of speakers

Dr. Tracy Brower **Steelcase**
Jade Campbell **Envoy**
Mark Coxon **AVI-SPL**
Roger J Fuhrman **Northern Lights**
Krista Giuntoli **Ticketmaster**
Jessica Gutierrez **Warner Bros. Discover**
Alexis Kim **SmithGroup**
Kerri McShea **SmithGroup**
Peter Mousaferiadis **Diversity Atlas**
Archana Nityananda **Space Matrix**
Kate North **Global Workplace Analytics**
Primo Orpilla **Studio O+A**
Danielle Murray Razo **Steelcase**
Matt Vannucci **Hydrafacial**
Steve Woods **Gensler**



Primo Orpilla, Studio O+A



Alexis Kim, SmithGroup



Peter Mousaferiadis, Diversity Atlas



Archana Nityananda, Space Matrix



Jessica Gutierrez, Warner Bros. Discovery



Matt Vannucci, Hydracial



Krista Giuntoli, Ticketmaster



Steve Woods, Gensler

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:

Digital Transformation

As the pace of technological advancements accelerates, we explore digital transformation and share lessons learned in navigating the modern workplace's digital terrain. When thinking about how you are leveraging workplace data alongside emerging disruptors like AI within your organizations, how can we extract meaningful insights and create seamless experiences to thrive in the digital era?

New Paradigms of Work

The post-pandemic era has given rise to new paradigms of work, including decentralized teams and flexible schedules. As business leaders strive to instil purpose and meaning within their physical workplaces, how can organizations proactively adapt to this 'post-peak' office era and ensure that their workplaces remain conducive to collaboration, innovation and meaningful employee experience? What innovative approaches to space, amenities and shared resources should be considered?

Talent of the Future and the New Employee Prop

As businesses navigate the complexities of an increasingly multi-generational workforce, let's explore strategies for attracting, retaining and unlocking the potential of tomorrow's talent. What innovative approaches can be leveraged to enhance culture, foster meaningful collaboration and bridge organizational needs with the aspirations of the next generation of employees?

KEY THEMES

DIGITAL TRANSFORMATION:
THRIVING IN THE MODERN
WORKPLACE

NEW PARADIGMS OF WORK

TALENT OF THE FUTURE AND THE
NEW EMPLOYEE VALUE PROP



Adapting and Innovating for the Workplace Ecosystem of the Future

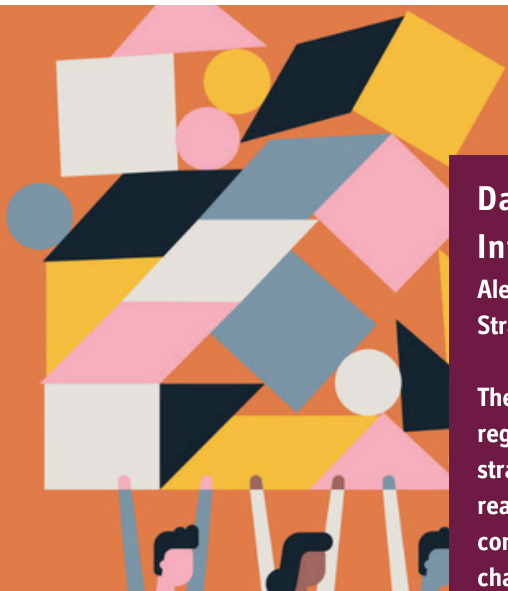
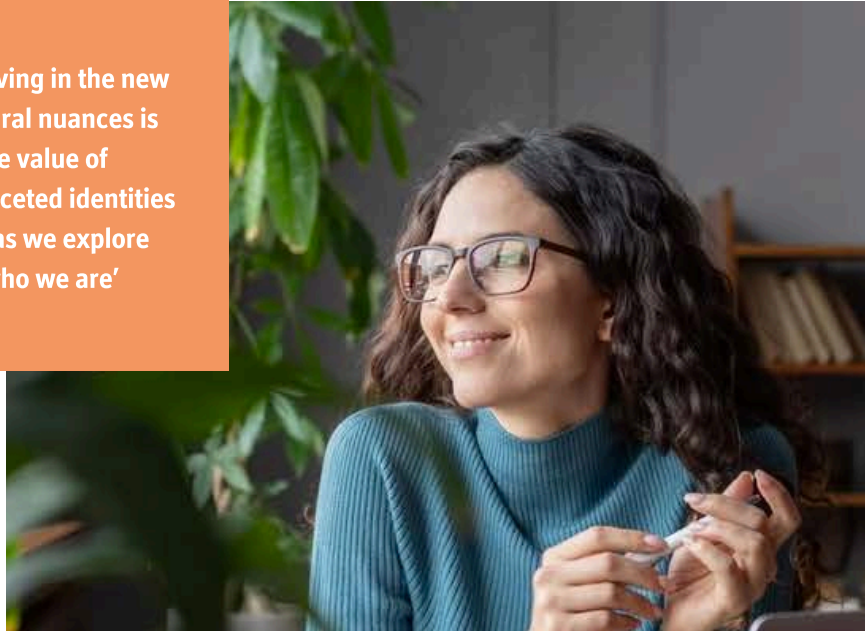
Krista Giuntoli, Director, Employee Experience & People Strategy, Ticketmaster; Jessica Gutierrez, Vice President, Global Real Estate Operations, Warner Bros. Discovery; Archana Nityananda, Head of Client Services, Space Matrix; Matt Vannucci, Sr. Director, Global Real Estate & Workplace Strategy, Hydrafacial

Join esteemed workplace leaders as they share innovative approaches to creating and measuring adaptable workspaces and smart environments that enhance employee well-being, productivity and engagement.

Thriving in the Age of AI

Peter Mousaferiadis, CEO and Founder, Diversity Atlas

Humanity's diverse cultures hold untapped potential for thriving in the new age of AI. This session explores why understanding the cultural nuances is crucial to thriving. We'll dive into the costs of conflict and the value of embracing diversity. Discover how appreciating our multi-faceted identities can unlock innovation and propel us forward together. Join as we explore historical insights and forge future possibilities and reveal 'who we are' together with granular insights from Diversity Atlas survey.



Data Synthesis & Human Connections: The Dynamic Intersection of Workplace and Real Estate Strategy

Alexis Kim, Senior Workplace Strategist, SmithGroup; Kerri McShea, Senior Workplace Strategist, SmithGroup

The debate over return to office policies in the hybrid era underscores challenges regarding human connection and collaboration, portfolio optimization and workplace strategy and design. To navigate this evolving landscape, organizations must leverage real-time data while simultaneously focusing on empowering people and human connections. In this new era, data reigns. However, the deluge of data can bring acute challenges: misinformation, misguided interpretations, and a lack of qualitative information essential for understanding people and cultural factors.

WORKPLACE TOURS | META PLAYA VISTA



Delegates have access to exclusive, behind-the-scenes tours of Meta’s cutting-edge workspace in Playa Vista, taking place the day before the conference on Monday, November 11th. Spaces for these exclusive tours are limited, and subject to availability. With a 15-year presence on the west side that grew from a small 10-seat sales outpost to a major hub with 260,000 sq. ft, Meta’s Los Angeles offices offer extensive amenities, including event spaces, a culinary kitchen, production studios, art installations and multiple photo moments for an immersive and interactive journey. Nicknamed “Silicon Beach” due to abundance of tech including Google, Samsung, Snap, Apple and Amazon, the surrounding campus also features a nine-acre park with trails, courts and a pond.

9:00 AM | CONFERENCE OPENS - REGISTRATION & PRE-EVENT NETWORKING

9:30 AM | CHAIRPERSON'S OPENING REMARKS & WELCOME ADDRESS

Kate North, **Principal, Global Workplace Analytics, Global Chair and Co-Founder, Workplace Evolutionaries**

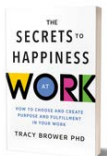


Danielle Murray Razo, **LEED AP, Vice President, West Business Group, Steelcase**



9:50 AM | THE FUTURE OF WORK: SURPRISING TRENDS AND SIGNIFICANT IMPLICATIONS

Dr. Tracy Brower, **PhD Sociologist, Author, Keynote Speaker, Senior Contributor to Forbes and Fast Company, Vice President of Workplace Insights, Steelcase**



Today’s challenges are creating record levels of concern globally—but also opportunity. It’s a VUCA world (volatile, uncertain, complex and ambiguous), and major shifts are redefining our relationship with our work and each other. From tech and the talent shortage to wellbeing and new landscapes of interaction, the implications for the future of work are significant. Join us for a discussion of the most important changes—and the trends to pay close attention to. We’ll discuss new research, fresh perspectives and optimistic responses for impact in the future of work.

10:20 AM | WORKPLACE COLLABORATION & DIGITAL EXPERIENCE DESIGN: TRANSFORMING YOUR SPACE INTO A SUPPORTING ACTOR

Steve Woods, **Technology Director, Gensler**



Distributed collaboration is a reality that must be designed spatially and technologically, with the different experiences and needs of remote and in-person teams in mind. Steve Woods shares his research and design methodology borrowing from Hollywood filmcraft to create more engaging hybrid conferencing experiences. Learn how to turn your conference rooms into studios that capture the dynamic and allow hybrid workers to contribute meaningfully and equitably.

10:45 AM | NETWORKING & COFFEE BREAK

11:15 AM | EXPERT PANEL: MODERN WORKPLACE TECHNOLOGY TRENDS & INNOVATIONS

Mark Coxon, **Director of Strategy and Markets, XTG, AVI-SPL** / Additional speakers to be announced



This panel explores the latest trends in workplace technology, including integrated AV, digital collaboration tools, and analytics that enhance communication, hybrid work, and operational efficiency. Industry leaders will discuss how AI, sensors, and data-driven solutions are creating smarter, more connected work environments for seamless collaboration across physical and virtual spaces. Attendees will gain insights into leveraging these innovations to create more agile, efficient, and engaging workplaces.

11:45 AM | DATA SYNTHESIS & HUMAN CONNECTIONS: THE DYNAMIC INTERSECTION OF WORKPLACE AND REAL ESTATE STRATEGY

Alexis Kim, **Senior Workplace Strategist, SmithGroup** / Kerri McShea, **Senior Workplace Strategist, SmithGroup**

SMITHGROUP

The debate over return to office policies in the hybrid era underscores challenges regarding human connection and collaboration, portfolio optimization, and workplace strategy and design. To navigate this evolving landscape, organizations must leverage real-time data while simultaneously focusing on empowering people and human connections. In this new era, data reigns. However, the deluge of data can bring on acute challenges: misinformation, misguided interpretations, and a lack of qualitative information essential for understanding people and cultural factors. This interactive session explores how careful data framing and navigation enables informed decision-making to create strategies that align with organizational goals in three categories: People, Process, and Business.

12:10 PM | INTERACTIVE GROUP DISCUSSION



12:25 PM | AUTOMATION ≠ AI: HOW TO MOVE THE NEEDLE WHEN YOUR ORGANIZATION ISN'T READY FOR ADVANCED TECH

Jade Campbell, **Senior Manager, SMB AE's, Envoy**



12:30 PM | NETWORKING & LUNCH BREAK

1:30 PM | SESSION TO BE ANNOUNCED

There are limited opportunities within the agenda for commercial partners to deliver relevant thought-leadership messages. For more information, please contact partnerships@unwired.eu.com

1:50 PM | CASE STUDY: HYUNDAI SUPERNAL GLOBAL WORKPLACE STRATEGY

Primo Orpilla, **Founder and Principal, Studio O+A**



This session spotlight's Hyundai Supernal's Innovative Workplace Strategy throughout the US and Abroad. Designed with Sustainability, equity and advanced technology these next generation workplaces are built to inspire and connect. Supernal is an Advanced Air Mobility company that's developing an electric vertical take-off and landing (eVTOL) vehicle and the ground-to-air ecosystem to support the emerging industry. As part of the Hyundai Motor group, Supernal is harnessing world-class manufacturing, automation, supply chain and R&D expertise to make this new, efficient transportation option widely accessible in the coming decades.

2:15 PM | THRIVING IN THE AGE OF AI

Peter Mousaferiadis, **CEO and Founder, Diversity Atlas**



Humanity's diverse cultures hold untapped potential for thriving in the new age of AI. This session explores why understanding cultural nuances is crucial to thriving. We'll dive into the costs of conflict & the value of embracing diversity. Discover how appreciating our multifaceted identities can unlock innovation & propel us forward together. Join us as we explore historical insights & forge future possibilities and reveal "who we are" together at this event with granular insights from a customized Diversity Atlas survey.

2:40 PM | NETWORKING & COFFEE BREAK

3:10 PM | THINK TANK BREAKOUT DISCUSSIONS

Alongside keynote presentations and panel discussions from industry experts, we invite you to participate in interactive peer-to-peer discussions to exchange ideas, problem-solve and share experiences, challenges and insights with the workplace community around some of the future of work's most compelling topics.



DIGITAL TRANSFORMATION: THRIVING IN THE MODERN WORKPLACE

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TALENT OF THE FUTURE AND THE NEW EMPLOYEE VALUE PROP

As businesses navigate the complexities of an increasingly multi-generational workforce, let's explore strategies for attracting, retaining, and unlocking the potential of tomorrow's talent. What innovative approaches can be leveraged to enhance culture, foster meaningful collaboration and bridge organizational needs with the aspirations of the next generation of employees?

3:50 PM | EXPERT PANEL: ADAPTING AND INNOVATING FOR THE WORKPLACE ECOSYSTEM OF THE FUTURE

Jessica Gutierrez, *Vice President, Global Real Estate Operations, Warner Bros. Discovery* /
 Krista Giuntoli, *Director, Employee Experience & People Strategy, Ticketmaster* /
 Matt Vannucci, *Sr. Director, Global Real Estate & Workplace Strategy, Hydrafacial* /
 Moderator: Archana Nityananda, *Head of Client Services, Space Matrix*

In this closing discussion, join esteemed workplace leaders as they reflect on key learnings from the day and share innovative approaches to creating and measuring flexible and adaptable workspaces and smart environments that enhance employee well-being, productivity, and engagement within their respective organizations. The panel's focus will be on sharing priorities and innovations, and highlighting the wins, the surprises, and the learnings so far.



4:20 PM | CHAIRPERSON'S CLOSING REMARKS

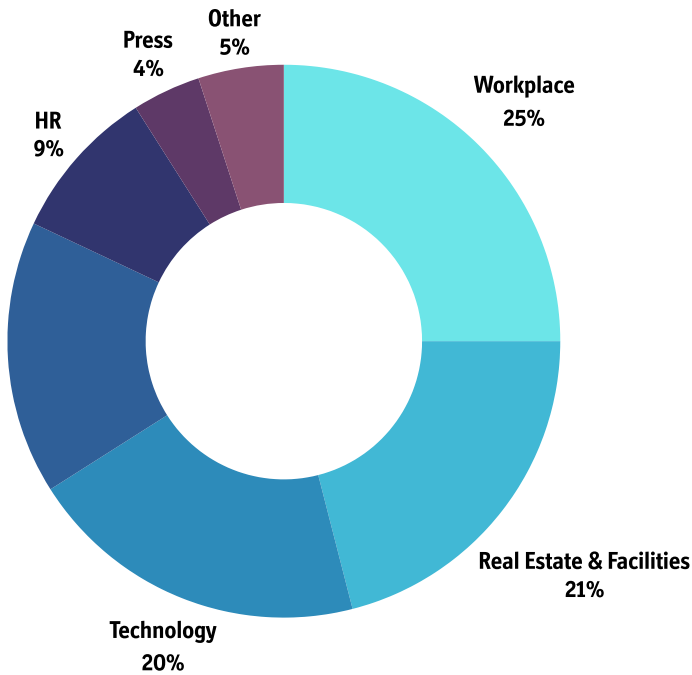
Kate North, *Principal, Global Workplace Analytics, Global Chair and Co-Founder, Workplace Evolutionaries*



4:30 PM | CONFERENCE CLOSES

WHO ATTENDS

Attracting senior level professionals from Workplace, CRE, IT, HR and Architecture & Design



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



A fantastic and inspirational event ... with a large array of workplace professionals and case studies from a range of industries

PROPERTY PROGRAMME DIRECTOR, BBC



PAST ATTENDEES INCLUDE



Vice President, Corporate Real Estate Workplace Services



Senior Manager, Workplace Experience



Real Estate & Workplace Solutions Lead



Director, Workplace Design & Connectivity



Program Manager, Global Real Estate & Workplace



Vice President Workplace Operations



Global Workplace Strategy Manager



Americas Real Estate Leader



Director of Workplace Experience



Director of Global Real Estate



Vice President, Real Estate



Director of Workplace Experience



Global Workplace Program Manager



Director of Workplace Transformation

KEY INFORMATION

Date

When: Tuesday, November 12th

Where: Steelcase WorkLife Center, 1150 South Olive St, Los Angeles

How to book:

www.worktechevents.com/events/worktech24-los-angeles

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!

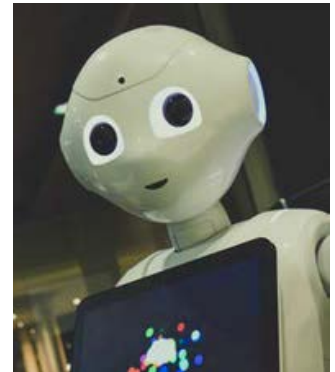
If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

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:

jackie.friend@worktechevents.co.uk



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