

# WORKTECH™ San Francisco

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

# EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

SAMSARA, I DE HARO

FRIDAY SEPTEMBER 27TH

CONFERENCE AND WORKPLACE TOURS

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Isabel Dewhust-Marks

**Managing Director,  
WORKTECH Events**

A warm welcome to  
**WORKTECH24 San Francisco**

**WORKTECH is the original  
conference for all those involved  
in the future of work and the  
workplace as well as real estate,  
technology, and innovation.**

This exciting event will feature an insightful programme of peer-to-peer discussions and thought leadership sessions with workplace visionaries, exploring the changing landscape of work and the purpose of the workplace.

Our agenda will explore transformative shifts in work culture, technology integration, and employee expectations. Join us to gain perspectives from industry leaders and thought pioneers on the evolving world of work in 2024.

Secure your spot now and be part of the conversation defining the future workplace!

Warmest Regards

Isabel

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**CONFERENCE AGENDA**



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# MEET THE SPEAKERS



WORKTECH24 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

Nick Bloom **Stanford University**  
Mitchell Bobman **Northern Trust**  
Adrian Brossard **Yellowbox**  
Connor Brossart **Samsara**  
Albert DePlazaola **Unispace**  
David Dewane **geniant**  
Zander Eng **Samsara**  
Brett Fisher **ServiceNow**  
Danielle Friend **Harvest Properties**  
Jeff Gagnon **Raise**  
Justine Hewitt **Visa**  
Annika Hoy **Dolby Laboratories**  
Lisa Hsiao **JLL**  
Chris Jerde **Jerde Analytics**  
Arjun Kaicker **Zaha Hadid Architects**  
Chris Kanaley **Samsara**  
Justin Kenyon **JLL**  
Sandra Ladao **Samsara**  
Lily Langlois **City and County of San Francisco**  
Jeff Larson **Moodsonic**  
Brid Morton **Google**  
Zixiao Pan **Butlr**  
Adam Sewall **Trebellar**  
Jacob Shamberger **Solarice AI**  
Emma Thomas **Plat4mation**



**Nick Bloom, Stanford University**



**Mitchell Bobman, Northern Trust**



**Lily Langlois, City and County of San Francisco**



**Annika Hoy, Dolby Laboratories**



**Justine Hewitt, Visa**



**Liz Harwood, Meta**



**Brid Morton, Google**



**Sandra Ladao, Samsara**



### Nick Bloom in Conversation

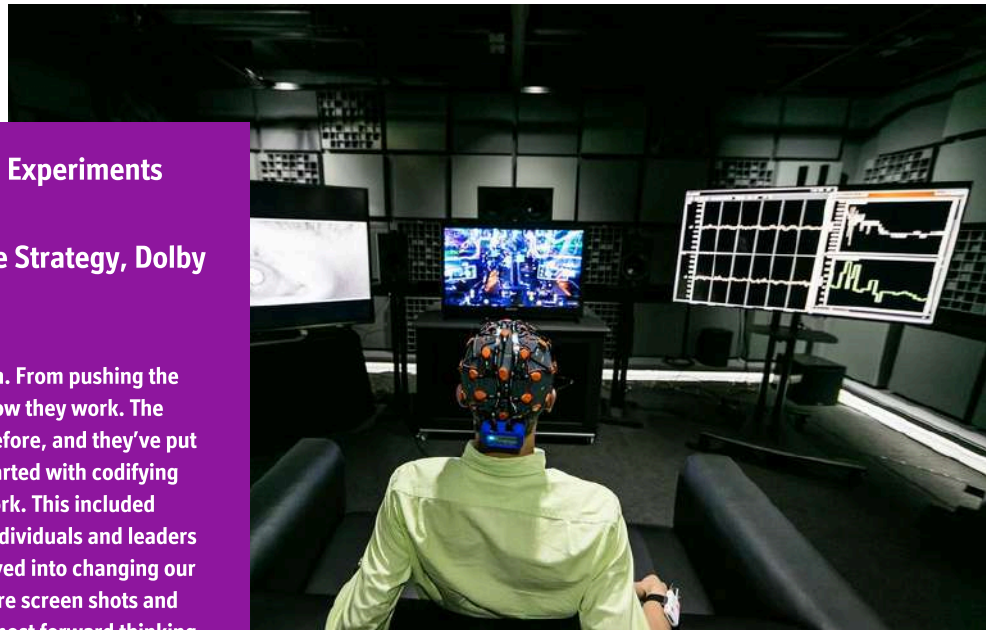
Nick Bloom, William Eberle Professor of Economics, Stanford University

Nick Bloom will talk about his latest research into remote work trends. He is a Stanford Economist who has been studying remote work for over two decades and the co-founder of [www.wfhresearch.com](http://www.wfhresearch.com), a platform that provides insights and best practices on working from home. Nick has contributed to the policy and public discourse on remote work and has been featured extensively in national and international media, sharing his expertise and findings. His mission is to advance the understanding and adoption of remote work, and to empower workers and organizations to thrive in the new world of work.

### Beyond Site & Sound: How Dolby Laboratories Experiments with Work & Workplaces

Annika Hoy, Head of Flex Work and Workplace Strategy, Dolby Laboratories

At Dolby Laboratories, they have a culture of experimentation. From pushing the boundaries of entertainment, to pushing the boundaries of how they work. The pandemic forced them to change faster than they ever had before, and they've put time and energy into maintaining this mindset of agility. It started with codifying their philosophy around hybrid work, which they call Flex Work. This included creating their own work deconstruction tool, and coaching individuals and leaders through their return to office. As employees returned, it evolved into changing our physical workspaces and how they use them. Annika will share screen shots and photos of the road Dolby has taken to make them one of the most forward thinking companies around.



### Designing For the Future: The Impact Of AI On Workplace Design

Arjun Kaicker, Co-Head of Zaha Hadid Analytics + Insights (ZHA), Zaha Hadid Architects

There has been an explosion of interest and innovation in Artificial Intelligence, with AI used to support design ideation and space planning. In this talk, AI pioneer Arjun Kaicker, Co-Head of Zaha Hadid Analytics + Insights, will discuss the trends in AI usage across workplace design utilising his own insights and experience of using AI tools at Zaha Hadid Architects to reflect upon how AI can transform the workplace design process for good.

## CONFERENCE AGENDA

### 08:45 | CONFERENCE OPENS

### 09:15 | CHAIRPERSONS WELCOME

Justin Kenyon, **Managing Director, Tech Division, JLL**  
 Brid Morton, **Senior Director of Workplace Services, Google**



### 09:25 | SAMSARA- CREATING SAFE AND SUSTAINABLE WORKPLACES

Chris Kanaley, **QA Engineer and Lab Manager, Samsara**  
 Connor Brossart, **EHS Manager, Samsara**  
 Zander Eng, **Head of Workplace Design & Build, Samsara**  
 Sandra Ladao, **VP, Workplace, Samsara**



Together, our EHS and lab engineering teams foster a balance of workplace efficiency and safety while staying agile enough to quickly adapt to our constantly changing business needs. We accomplish this through extensive collaboration and leveraging our own Samsara IoT devices and platform. We'll showcase how our IoT solutions like forms, sites, and sensors help streamline tasks, provide real-time data for better decision-making, and promote safety through administrative and engineering controls. These tools help keep employees safe and minimize interference in our business operations. By pairing Samsara technology with our "win as a team" philosophy, we've been able to create an efficient workspace that will only continue to improve with the innovations in IoT that Samsara is driving.

### 09:50 | DESIGNING FOR THE FUTURE: THE IMPACT OF AI ON WORKPLACE DESIGN

Arjun Kaicker, **Co-Head of Zaha Hadid Analytics + Insights (ZHAI), Zaha Hadid Architects**

**Zaha Hadid**

There has been an explosion of interest and innovation in Artificial Intelligence, with AI used to support design ideation and space planning. In this talk, AI pioneer Arjun Kaicker, Co-Head of Zaha Hadid Analytics + Insights, will discuss the trends in AI usage across workplace design utilising his own insights and experience of using AI tools at Zaha Hadid Architects to reflect upon how AI can transform the workplace design process for good.

### 10:20 | AUDIENCE INTERACTION

### 10:25 | COFFEE BREAK & NETWORKING

### 10:55 | BORDERLESS EXPERIENCES - FROM WORK, TO LIVE AND PLAY

Moderator: Lisa Hsiao, **Senior Director of Experience Strategy, JLL**  
 Lily Langlois, **Principal Planner, City and County of San Francisco**  
 Justine Hewitt, **Senior Director, Global Workplace Standards & Design, Visa**  
 Danielle Friend, **Senior Director of Development, Harvest Properties**

As organizations focus on creating exceptional workplace experiences, cities are simultaneously reinventing their urban experience. Join our panel as we delve into the perspectives of Bay Area employers who shape unique workplace experiences, as well as the transformative endeavors of the City of San Francisco in revitalizing the urban core. Gain insights in how workplace and city experiences can support each other to create more vibrant and captivating places to be.



### 11:20 | FROM LANGUISHING TO FLOURISHING

David Dewane, **Chief Experience Officer, Physical Space, geniant and Adjunct Professor, Illinois Institute of Technology**  
 Jacob Shamberger, **Co-Founder, Solarice AI**

This lecture argues that many contemporary workplaces are stuck in a rut that social scientists describe as 'languishing'. This talk breaks down the characteristics of languishing and describes how to elevate employee experiences in the direction of flourishing. Solarice AI will be used as a case study in a contemporary office environment that is functioning extremely well.



## CONFERENCE AGENDA

### 11:45 | DESIGNING WORKPLACE EXPERIENCES FOR THE EARS

Jeff Larson, **Director of Product,**  
**Moodsonic**



Workplaces are multi-sensory experiences by their very nature. But few of them deliver experiences that are designed for the ears. Left to chance, the sonic experience in a workplace will typically be a stressful, distracting medley of overheard conversations, machinery and notifications. And even if all that noise is taken away, did you know that silence isn't the optimal sound for health or productivity?

### 12:05 | UNLOCKING INNOVATION: TRANSFORMING OFFICE STORAGE

Adrian Brossard, **Co-Founder, Yellowbox**



### 12:10 | AUDIENCE INTERACTION

### 12:30 | LUNCH BREAK & NETWORKING

### 13:20 | BENCHMARKING IS HAZARDOUS TO YOUR WORKPLACE PORTFOLIO

Albert DePlazaola, **Senior Principal,**  
**Unispace**  
Chris Jerde, **Strategy Founder & CEO,**  
**Jerde Analytics**  
Mitchell Bobman, **Vice President**  
**Workplace Technology, Northern Trust**

Organizations obsess over workplace benchmarks. The reality is that benchmarks are mostly irrelevant, and when used improperly, hazardous, leading to costly decisions (or indecisions). In this interactive discussion, attendees will learn how to interpret the relevance of benchmarking and apply them (or not) to their own workplace decision-making.



### 13:45 | CONNECTING THE DOTS: EXPLORING REGIONAL AND ORGANIZATIONAL DATA TRENDS IN WORKPLACE STRATEGY AND THEIR IMPACT ON THE GLOBAL WORKPLACE

Emma Thomas, **Senior Business**  
**Consultant, Plat4mation**  
Brett Fisher, **Senior Director, Product**  
**Management, ServiceNow**

Assessing workplace analytics across different types of regions, locations, and organizational teams can help to implement better workplace policies across sites. For example, seeing a trend in reservations and visit duration that employees belonging to a marketing team prefer to work in a collaborative open space, within the same neighborhood, and visit the office for an average of 7.5 hours, can help shape the space and services planning of other company sites who are remodeling, reconfiguring, or just beginning their journey into a hybrid work model. During this session we will share insights from the NBA's workspace analysis.



### 14:05 | HAVE YOUR CAKE AND EAT IT TOO: BALANCING EXPERIENCE VS. EFFICIENCY

Jeff Gagnon, **SVP, Head of Workplace**  
**Solutions, Raise**  
Sandra Ladao, **VP, Workplace,**  
**Samsara**  
Zixiao Pan, **President, Butlr**  
Adam Sewall, **COO & CRO, Trebellar**

In recent years, many teams have adopted new technologies to measure occupancy and utilization of space. Amid a shifting workplace landscape, however, the full potential and true business value of these new space insights sometimes gets lost. For all the talk about right-sizing space, for instance, there's little mentioned about 'rightsizing' experience. In this session, our panellists will share how they think about workplace effectiveness and discuss what's most relevant for workplace leaders today: delivering on experience or driving cost efficiencies.



samsara



Trebellar



## CONFERENCE AGENDA

14:45 | COFFEE BREAK & NETWORKING

15:15 | AUDIENCE INTERACTION

15:35 | BEYOND SIGHT & SOUND: HOW DOLBY LABORATORIES EXPERIMENTS WITH WORK & WORKPLACES

Annika Hoy, **Head of Flex Work and Workplace Strategy, Dolby Laboratories**



At Dolby Laboratories, they have a culture of experimentation. From pushing the boundaries of entertainment, to pushing the boundaries of how they work. The pandemic forced them to change faster than they ever had before, and they've put time and energy into maintaining this mindset of agility. It started with codifying their philosophy around hybrid work, which they call Flex Work. This included creating their own work deconstruction tool, and coaching individuals and leaders through their return to office. As employees returned, it evolved into changing our physical workspaces and how they use them. Annika will share screen shots and photos of the road Dolby has taken to make them one of the most forward thinking companies around.

16:00 | CLOSING KEYNOTE – NICK BLOOM IN CONVERSATION

Nick Bloom, **William Eberle Professor of Economics, Stanford University**



Nick Bloom will talk about his latest research into remote work trends. He is a Stanford Economist who has been studying remote work for over two decades and the co-founder of [www.wfhresearch.com](http://www.wfhresearch.com), a platform that provides insights and best practices on working from home. Nick has contributed to the policy and public discourse on remote work and has been featured extensively in national and international media, sharing his expertise and findings. His mission is to advance the understanding and adoption of remote work, and to empower workers and organizations to thrive in the new world of work.

16:30 | CHAIRPERSONS CLOSING REMARKS

Justin Kenyon, **Managing Director, Tech Division, JLL**  
Brid Morton, **Senior Director of Workplace Services, Google**



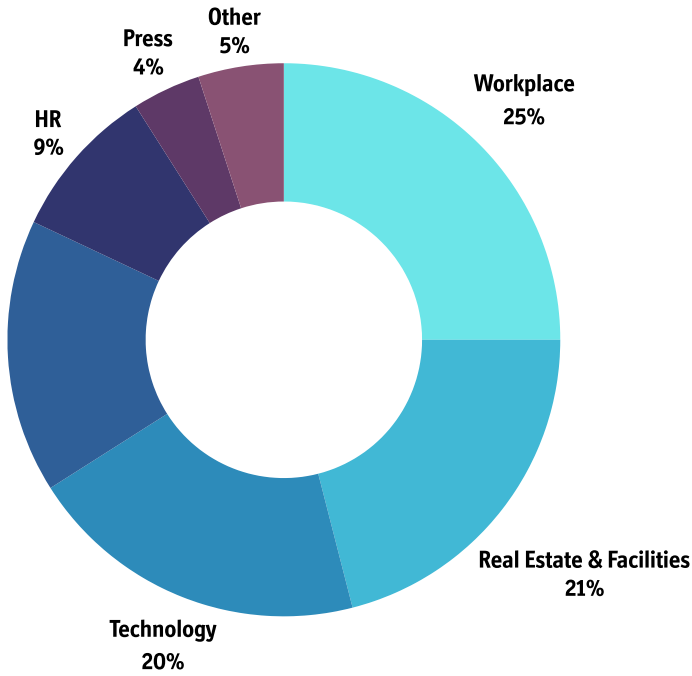
17:00 | SAMSARA WORKPLACE TOUR



17:30 | CONFERENCE CLOSES

# WHO ATTENDS

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



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/worktech24-san-francisco/](http://www.worktechevents.com/events/worktech24-san-francisco/)

# KEY INFORMATION

## Date & Venue

When: Friday September 27th

Where: Samsara, 1 De Haro

## How to book:

Visit: [www.worktechevents.com/events/worktech24-san-francisco/](http://www.worktechevents.com/events/worktech24-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, brand exposure for your organisation, and more!

If you would like to attend as a group or team, please get in touch and we can arrange a discounted ticket rate. Offer applies to groups of 3 or more.

## Become a WORKTECH Ambassador

We're looking for people who love the future of work and the workplace, have strong communication skills and are well networked on social media. If you would like to act as a WORKTECH Ambassador, we can offer free entry to an event of your choice and a bespoke ticket discount for you to promote to your contacts.

For more information on the above initiatives, please contact:

[kirsty.darlington@worktechevents.co.uk](mailto:kirsty.darlington@worktechevents.co.uk)



**WORKTECH™**

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