

WORKTECH™ Munich

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

ACCENTURE, MUNICH

WEDNESDAY 18TH SEPTEMBER

09:00 - 17:00

HOST SPONSOR


accenture

SUPPORTED BY

 **WORKTECH ACADEMY**  **unwork**

GOLD SPONSORS

 **haltian**  **MMOSER ASSOCIATES**

 **DISRUPTIVE TECHNOLOGIES**  **TANGO**

 **Cordless Consultants**

 **Property Week**

 **GT: >**

 **AV MAGAZINE**

BESPOKE SPONSORS

sedus

RCOMZ
INTELLIGENT OFFICES

BESPOKE SPONSOR

Gensler



Caroline Bell

Managing Director,
WORKTECH Events

A warm welcome to WORKTECH24 Munich

WORKTECH24 Munich 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 an exhibition of workplace innovations taking place in the breakout areas providing an opportunity for attendees to meet with our education partners.

On the day there will be networking breaks and all delegates are invited to the WORKTECH drinks reception taking place after the conference.

We hope you will be able to join us and we are looking forward to welcoming you to the event on 18th September.

Warmest regards,
Caroline

CONTENTS



SPEAKERS



SESSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS



WORKTECH24 Munich 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.

Full list of speakers

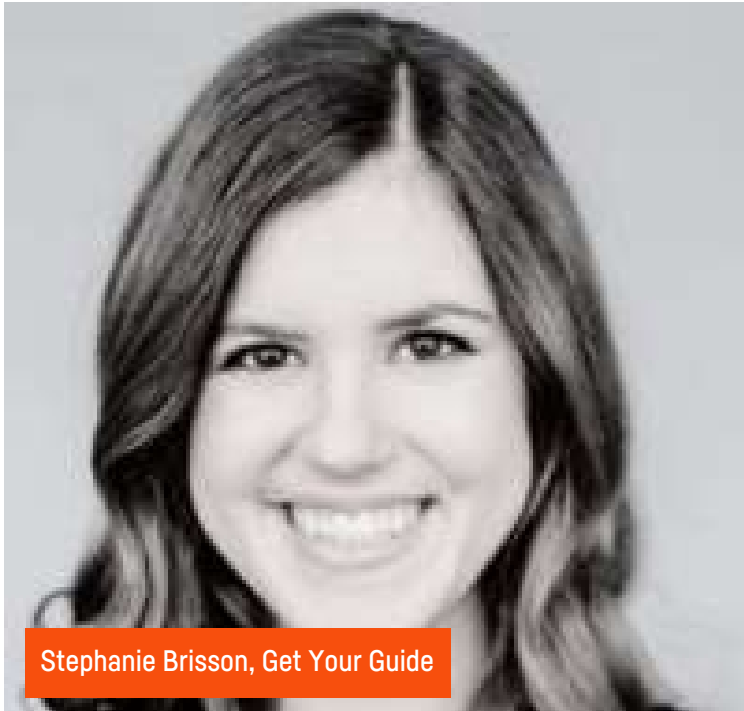
Uli Blum [Zaha Hadid](#)
Peyman Blumstengel [Haltian](#)
Dr Sandra Breuer [Loop](#)
Stephaine Brisson [Get Your Guide](#)
Emma Dowden [Burgess Salmon](#)
Raphael Gielgen [Vitra](#)
Konstanze Guhl [GSK Stockmann](#)
Markus Huber [Salesforce](#)
Myriam Locher [Tango International](#)
Adriana Lopez [Just Eat](#)
Bengt Lundberg [Disruptive Technologies](#)
Kasia Maynard [WORKTECH Academy](#)
Locke McKenzie [Deka Immobilien](#)
Timo Messerschmidt [Uniper](#)
Patrick Müller [Uniper](#)
Patrick Pernegger [Accenture](#)
Dr. Christine Solf [Accenture](#)
Anna Taylor [Burgess Salmon LLP](#)
Eddie Twemlow [Burgess Salmon LLP](#)
Philip Tidd [Gensler](#)
Jörn Wächtler [Adidas](#)
Ronja Wilkens [Beiersdorf](#)
Audrey Zaimche [M Moser Associates](#)
Branko Zivanovic [Celonis](#)



Dr Sandra Breuer, Loop



Raphael Gielgen, Vitra



Stephanie Brisson, Get Your Guide



Anna Taylor, Burges Salmon



Philip Tidd, Gensler



Ronja Wilkens, Beiersdorf

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

WORKPLACE TOURS

Delegates can register their interest to join us on Wednesday 18th and Thursday 19th for exclusive workplace tours. Timings to be announced closer to the conference. Please note that spaces are limited and subject to availability for booked delegates.

TUESDAY 17TH SEPTEMBER

THE O2 TOWER AND INNOVATION EXPERIENCE AREA

The o2 Tower, also known as Uptown München, is a striking 146-meter skyscraper in Munich, completed in 2004. It primarily houses offices for Telefónica Germany and other businesses, featuring modern, flexible workspaces across its 38 floors. These include open-plan and private offices, modular workstations, and state-of-the-art technological infrastructure. The building is designed to enhance productivity with abundant natural light, expansive city views, and amenities such as lounges, kitchens, a cafeteria, and a fitness center. Emphasizing ergonomic comfort and contemporary aesthetics, the o2 Tower also incorporates sustainability with energy-efficient systems and eco-friendly materials, fostering a dynamic and eco-conscious workplace environment.

Address:

Telefónica Germany GmbH & Co. OHG (o2 Tower), Georg-Brauchle-Ring 50, 80992 München

Please note that spaces for these exclusive tours are extremely limited and available through **invitation only**.



WEDNESDAY 18TH SEPTEMBER

ACCENTURE INNOVATION HUB



“The Accenture Munich Innovation Hub” manifests our commitment to help our clients and partners unlock transformative business value across their entire business – from igniting the spark of inspiration to scaling solutions.” – Christina Raab, Market Unit Lead, Accenture

“The Hub is powered by a global network of innovation Hubs and Gen AI studios, each focusing and innovating for distinct industry – Munich is dedicated to Automotive & Mobility and Industrial. With this we multiply the speed and scale of transformation.” – Ryan Shanks, Head of Innovation, EMEA, Accenture

These tours will be run during the conference. Delegates can sign up for these tours at the registration desk on the conference day.

THURSDAY 19TH SEPTEMBER

CELONIS OFFICES

Following a previous collaboration on its New York HQ, Munich-founded tech company Celonis re-approached Gensler to overhaul its Executive Briefing Centre in the Bavarian capital. By translating the concept of data mining, which acts like an X-ray to expose key information, and applying it to the building, the design involved taking down walls, revealing the structure, and embracing existing materials, all the while being mindful of costs and sustainability. In pursuit of a more collaborative workspace for Celonis’ employees, the floorplate combines old and new features: original office configurations are joined by ‘incubator spaces’, interactive breakout zones where both customers and employees can meet, brainstorm and collaborate.

Address:

Celonis, Theresienstraße 6, 80333 München, Germany

Please note that spaces for these exclusive tours are limited and subject to availability for booked delegates. A register interest survey will be sent out closer to the event date.



09:00 CONFERENCE OPENS

09:00 CHAIRPERSON'S WELCOME

Dr Sandra Breuer, Founder and Managing Director, Loop and
Kasia Maynard, Head of Content, WORKTECH Academy

WORKTECH ACADEMY



THE NEW WORLD OF WORK: CHALLENGES & EMERGING TRENDS

The pandemic catalysed the re-shaping and re-thinking of 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 they should prioritise in the months ahead?

9:15 DESIGNING FOR THE FUTURE: THE IMPACT OF AI ON WORKPLACE DESIGN

Uli Blum, Senior Associate, Zaha Hadid Architects

Zaha Hadid

There has been an explosion of interest and innovation in AI, with AI used to support design ideation and space planning. In this talk, AI pioneer Uli Blum 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.

9:50 WORK PANORAMA 2024

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

vitra.

Raphael will explore how the fourth industrial revolution— characterised by AI, robotics, and the Internet of Things (IoS) is transforming industries, increasing productivity, and generating new jobs, while also challenging workforce adaptation and skill requirements. Raphael will offer strategies for managing these changes, and how to promote continuous learning to ensure inclusive growth in an automated world.

10:15 NETWORKING AND COFFEE BREAK



WORKPLACE EXPERIENCE

Companies are accelerating plans to invest in new technology, create flexible working environments and make the office a destination. We examine the latest workplace technologies and innovations that will support workplace experience and the built environment in 2024 and beyond.

AGENDA

09:00 - 17:00

10:45 CASE STUDY: UNIPER'S NEW WORK AND DIGITAL TRANSFORMATION

Moderated by Peyman Blumstengel, Workplace Advisor, Haltian with Timo Messerschmidt, Head of Facilities Management, and Patrick Müller, Head of Digitalisation and HSSE, Uniper



Uniper, a leading energy company headquartered in Düsseldorf with 12,000 employees, embarked on its journey towards New Work and digital transformation in 2020. Timo and Patrick share the experiences and challenges faced along the way. They will discuss their strategic approach, how they overcame obstacles, and provide background on the corporate complexities and decision-making processes.

11:15 FUTURE WORKPLACE: NEXT GEN WORKSPACE VS MODERN DIGITAL WORKPLACE

Patrick Pernegger, Digital Workplace transformer and Technology Innovation Director, Dr. Christine Solf, Innovation Hub Director Munich, Accenture



This session has two seasoned and passionate experts "fighting" on stage about the future of workspace and how best to shape the perfect balance between physical and digital. Christine is an enthusiast for physical workspace and strong leadership. With a keen eye for social and space design and a love for innovation, she believes in the transformative power of physical workspace. Patrick is an advocate for digital workplace as a means to embrace freedom and flexibility. He champions the ability to connect from anywhere and to learn how digital tools and remote capabilities can enhance productivity and work-life balance. Hear their conclusion and along the way, gain valuable insights, participate in lively discussions, and envision the future of your own workspace.

11:45 POWERING CULTURE THROUGH CONNECTION: GETYOURGUIDE'S IN-PERSON FIRST APPROACH

Stephanie Brisson, Head of Workplace, GetYourGuide



How can you authentically foster global collaboration and cultural alignment? Leading travel experience platform GetYourGuide, the leading travel experience platform helping travellers discover and book travel experiences across 10,000 globally, share their approach to bringing to bringing its product to its culture. Rooted in clear guiding principles, meaningful connections, and a shared mission Stephanie examines how to drive team member engagement and personal growth. She explores how they ensure best-in-class spaces and services across the firm's 17 offices, including its headquarters in Berlin, tech hub in Zurich, and its newest office in Mexico City.

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

Moderated by: Audrey Zaimeche, Associate Director, M Moser Associates with Stephanie Brisson, Head of Workplace, Get your Guide, and Ronja Wilkens, Corporate Real Estate Manager, Beiersdorf and Myriam Locher, Managing Director, Tango International

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, organised 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.



Beiersdorf

MOSER ASSOCIATES



TANGO

12:30 LUNCH AND NETWORKING



13:25 WELCOME BACK FROM ACCENTURE

accenture

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.

13:30 UNLEASHING POWER IN THE WORKPLACE: FOOD

Adriana Lopez, Senior Account Executive, Enterprise, Just Eat Takeaway.com, Lieferando



Adriana will take you behind the scenes of Lieferando / Just Eat Takeaway.com and demonstrate the effect of food on both employees and the company's ROI. She will explore the balance of offering various benefits to employees while considering individuality. Through real-life use cases and testimonials, Adriana will provide valuable insights into the power of food and its potential to transform the workplace

AGENDA

09:00 - 17:00

13:55 TRANSFORMING LEGAL WORKPLACE: CULTURE, HYBRID AND AI

Emma Dowden, COO, Anna Taylor, Change Manager, Eddie Twemlow, Head of IT and Operations, Burges Salmon and Konstanze Guhl, Head of HR, GSK Stockmann



This dynamic presentation and panel discussion delves into the intricacies of legal workplace design and culture in Germany and the UK covering:

Cultural Exchange: Comparing unique aspects of German and UK legal industries and how these differences shape the professional environment and influence workplace design.

Hybrid Evolution: The adoption of hybrid working / technology is changing the legal workplace. We examine challenges and opportunities and share insights into how to navigate and embrace change.

AI and Regulation: As AI becomes increasingly prevalent, we address its impact on the legal sector, considering both regulatory frameworks and client constraints; and focus on the ethical implications, the role of AI in legal services, and the future of AI governance.

14:30 EXPERT PANEL: FUTURE WORKPLACE | EMPLOYEE ENGAGEMENT, REGAINING CONTROL

Jörn Wächtler, Director Workplace Experience, Adidas, Branko Zivanovic Vice President, Global Real Estate and Workplace services, Celonis, Bengt Lundberg, CEO, Disruptive Technologies, Locke McKenzie, Strategic Tenant Relations, Deka Immobilien, Philip Tidd, Principal/ Managing Director, Gensler and BMW speaker to be announced

Experts discuss shifts to more data-driven approaches to workplace design, collaborations across hybrid teams, and the evolving priorities of leaders. How are organisations responding to the future of work in the long-term? And what can we learn about how to create cohesive teams across different geographical locations?



15:00 NETWORKING AND COFFEE BREAK



THE NEW WORKPLACE REVOLUTION

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

15:25 HIGH PERFORMANCE IN OFFICE CULTURE

Markus Huber, Vice President EMEA Real Estate & Workplace Services, Salesforce



Hear how creating a high-performance culture drives an environment where employees are highly engaged, motivated, and aligned with the company's values and goals. Key strategies include strong leadership, clear communication, meaningful performance management, and alignment of company values with daily practices. By focusing on these elements, organisations can boost innovation, retain top talent, and enhance overall performance and profitability.

15:55 WORKPLACE WITH A TWIST

Philip Tidd, Principal/ 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 examines how and where people are working, why people are going to the office, what's working, what's 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.

16:25 CLOSING REMARKS**16:35 CONFERENCE CLOSES****16:45 NETWORKING DRINKS**

WORKTECH delegates are invited to join us for networking drinks. Catch up with industry friends and unwind in an informal setting, where you can share insights from the day over drinks and good conversation.



CONFERENCE VENUE



Accenture, Munich

Accenture's office in Munich is a striking example of modern corporate architecture, reflecting the company's innovative and dynamic spirit. Located in the heart of the city, the building features sleek glass facades that allow for abundant natural light, creating an open and inviting atmosphere. Inside, the design emphasises flexibility and collaboration, with state-of-the-art workspaces, meeting rooms, and breakout areas that cater to various working styles. The Munich office also incorporates sustainable design elements, underscoring Accenture's commitment to environmental responsibility. This strategic location in Munich not only enhances Accenture's accessibility to clients but also situates it within a vibrant tech and business hub, fostering a thriving environment for innovation and growth.

The campus is located in the eastern part of the city (Ramersdorf district) with connections to Munich's Ostbahnhof railway station, the Mittlerer Ring, motorways and public transport.

Public Transportation:

From Munich central station approx. 20 min.

- U2 direction Messestadt Ost to Karl-Preis-Platz and approx. 10 min. on foot or Bus 145 direction Fasangarten BF to Thomasiusplatz and approx. 4 min. walk

From Munich Airport approx. 50 min.

- S-Bahn S8 direction Herrsching to Ostbahnhof, then take
- Bus 54 direction Lorettoplatz to St.-Martin-Straße Ost and approx. 5 min walk

By Car:

From Franz-Josef-Strauß Airport

- Follow A 92, take A9 to Schenkendorfstraße/B2R in Munich, on A9 take exit 76 München-Schwabing.

From Messeplatz Ost

- From Willy-Brandt-Alle and Olof-Palme-Str., take the A 94 and follow the A 94 to Leuchtenbergring. Take Ampfingerstr., Aschheimer Str. and Claudius-Keller-Str. to your destination.

Parking:

Please use the Balan parking garage with access via St.-Martin-Strasse. The entrance to the parking garage is at the level of the restaurant "Hans im Glück", house number 57.

KEY INFORMATION

Date and Venue

When: Wednesday 18th September 2024

Where: Accenture, Munich

How to book:

Visit:

www.worktechevents.com/events/worktech24-munich/

Offer a Special Rate to Your Network!

Become a marketing partner for this event and qualify for a special rate for your colleagues, complementary 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: renee.saunders@worktechevents.co.uk

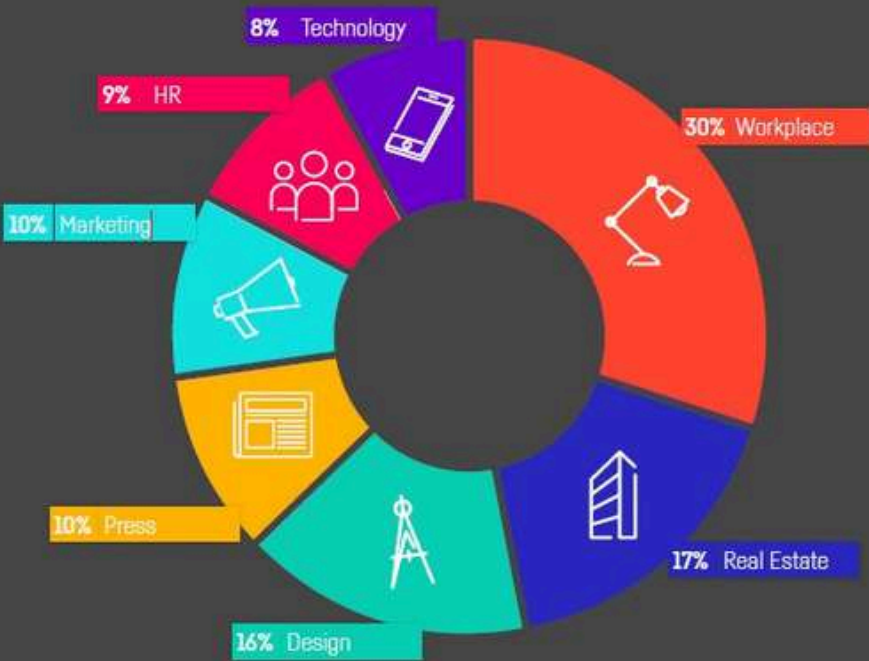


7 St. John's Mews
13 St. John's Road, Hampton Wick
Kingston upon Thames, KT1 4AN, UK

+44 (0)20 89 77 89 20
info@unwired.eu.com

www.worktechevents.com

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

WWW.WORKTECHEVENTS.COM/EVENTS/WORKTECH24-MUNICH/