

WORKTECH™ Munich

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

ACCENTURE, MUNICH

WEDNESDAY 18TH SEPTEMBER

09:00 - 17:00

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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.

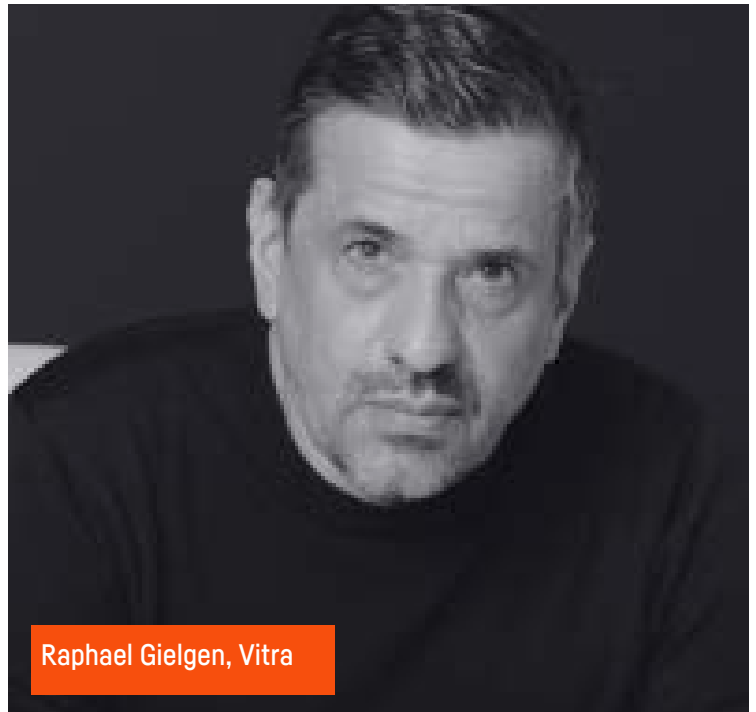
Through interdisciplinary speakers and learning experience, we focus on bringing cutting edge ideas and inspiration to the workplace community to enhance creativity and move thinking forward. Instead of focusing on peer to peer innovation through imitation, we aim to curate a unique programme, bringing 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

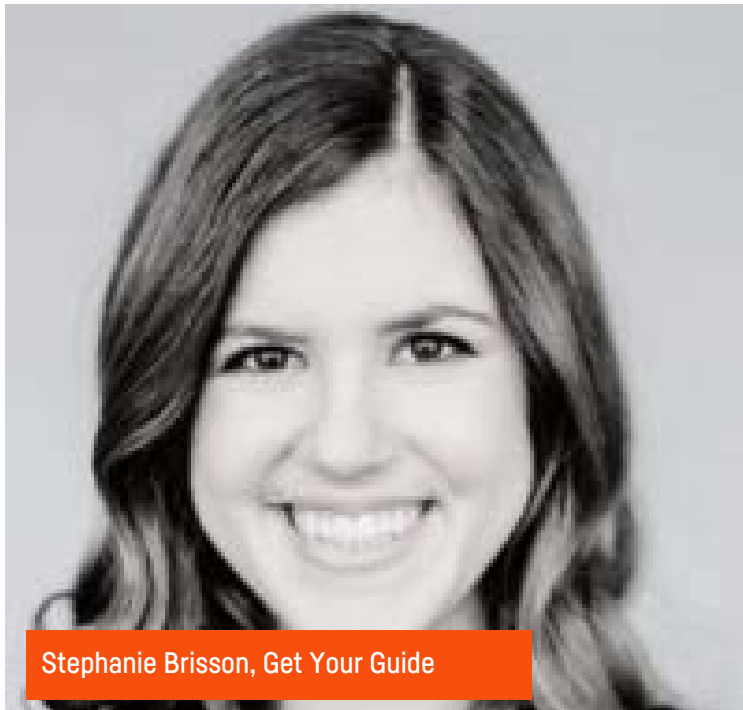
Uli Blum [Zaha Hadid](#)
Peyman Blumstengel [Haltian](#)
Dr Sandra Breuer [Loop](#)
Stephaine Brisson [Get Your Guide](#)
Emma Dowden [Burgess Salmon](#)
Raphael Gielgen [Vitra](#)
Markus Huber [Salesforce](#)
Adriana Lopez [Just Eat](#)
Bengt Lundberg [Disruptive Technologies](#)
Kasia Maynard [WORKTECH Academy](#)
Timo Messerschmidt [Uniper](#)
Patrick Müller [Uniper](#)
Anna Taylor [Burgess Salmon LLP](#)
Eddie Twemlow [Burgess Salmon LLP](#)
Philip Tidd [Gensler](#)
Audrey Zaimeche [M Moser Associates](#)
Ronja Wilkens [Beiersdorf](#)



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

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**



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?

9:10 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.

9:45 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.

10:30 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.

11:00 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.



11:30 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.

11:45 EXPERT PANEL: RE-SHAPING THE WAY WE WORK

Moderated by: Audrey Zaimche, **Senior Associate, Associate Director, M Moser Associates** with Stephanie Brisson, **Head of Workplace, Get your Guide**, and Ronja Wilkens, **Corporate Real Estate Manager, Beiersdorf**

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.



12:20 LUNCH AND NETWORKING

13:20 WELCOME FROM ACCENTURE

AGENDA

09:00 - 17:00

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.

13:20 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

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

Emma Dowden, **COO, Anna Taylor, Change Manager, Eddie Twemlow, and Head of IT and Operations, Burges Salmon**



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

Speakers 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

AGENDA

09:00 - 17:00

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



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!

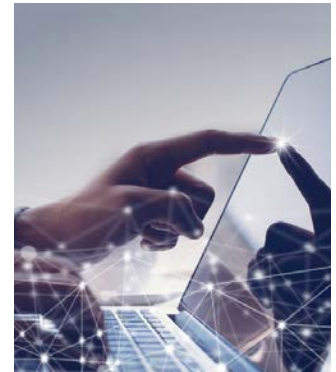
If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

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



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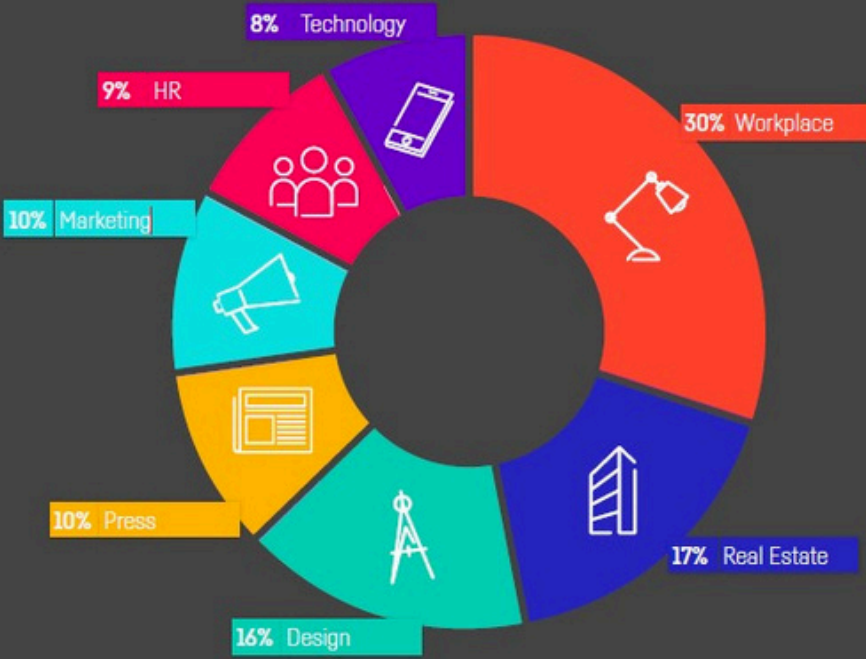
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WHO ATTENDS



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



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