

# WORKTECH™ Atlanta

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

# EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

MASTERCARD ATLANTA

TUESDAY, OCTOBER 1ST

09:00 - 15:45

FUTURE OF WORK CONFERENCE



NURA • SPACE



WORKTECH ACADEMY





Isabel Dewhurst-Marks

**Managing Director,  
WORKTECH Events**

## A warm welcome to WORKTECH24 Atlanta

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

# CONTENTS



**SPEAKERS**



**SESSIONS**



**CONFERENCE AGENDA**



**VENUE**



**WHO ATTENDS**



**KEY INFORMATION**

# MEET THE SPEAKERS

WORKTECH24 Atlanta 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 WORKTECH Academy places scientific research at the heart of key business problems.

[www.worktechacademy.com](http://www.worktechacademy.com)

## Full list of speakers

Stuart Bern [JLL/Technologies](#)  
Carrie Denning Jackson [Jamestown](#)  
David Dewane [geniant](#)  
Gregory Gomer [HqO](#)  
Barrie Hottinger [Mastercard](#)  
Arjun Kaicker [Zaha Hadid Architects](#)  
Emily Levinson [Savills](#)  
Ryne Raymond [FanDuel](#)  
Stephanie Restrepo [Block](#)  
Dr Stacey Rivers [Warner Bros. Discovery](#)  
Michelle Rotherham [CannonDesign](#)  
Ashley Tipton [The Coca-Cola Company](#)  
Jessica White [Honeywell](#)  
Beth Wilson [The Coca-Cola Company](#)

More speakers to be announced



**Barrie Hottinger, Mastercard**



**Ashley Tipton, The Coca-Cola Company**



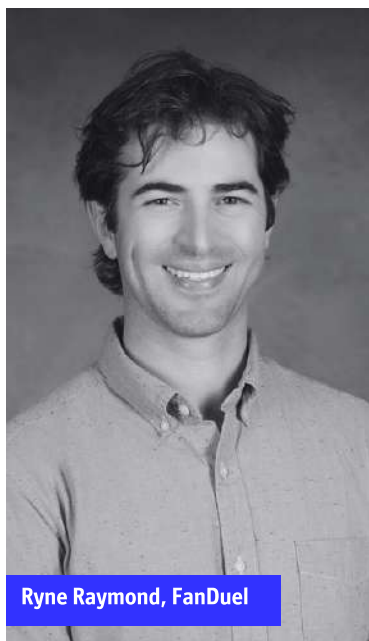
**Dr Stacey Rivers, Warner Bros. Discovery**



**Arjun Kaicker, Zaha Hadid Architects**



**Beth Wilson, The Coca-Cola Company**



**Ryne Raymond, FanDuel**



**Stephanie Restrepo, Block**



**David Dewane, geniant**



**Jessica White, Honeywell**



# SESSION HIGHLIGHTS

The future of work and the workplace is on everyone's agenda. This event brings together thought leaders to share cutting edge ideas on the future from the perspectives of people, place and technology. 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:

## [The Hybrid Future: Redesigning Workspaces for Flexibility and Innovation](#)

Explore how organizations are adapting physical and digital workspaces to support hybrid work models, fostering collaboration, productivity, and innovation in a decentralized world.

## [Human-Centered Design: Creating Inclusive, Adaptive, and Purposeful Work Environments](#)

Focus on designing spaces that prioritize employee well-being, inclusivity, and diversity while reflecting organizational culture and fostering a sense of belonging and purpose.

## [Sustainability and Legacy: Building Future-Ready Workspaces Through Adaptive Reuse](#)

Examine how adaptive reuse of buildings and sustainable practices are redefining the workplace, reducing environmental impact, and creating inspiring spaces that align with corporate values and future trends.

## [AI-Powered Workplaces: Revolutionizing Design, Productivity, and Collaboration](#)

Delve into how Artificial Intelligence is transforming the workplace, from optimizing space design and enhancing collaboration to improving productivity and decision-making. Explore the latest AI innovations that are reshaping the employee experience, streamlining operations, and driving the future of work.

Each theme captures a significant aspect of the evolving workplace landscape, focusing on how organisations can adapt to and shape the future of work through innovative designs, technological advancements, and a commitment to employee wellbeing and sustainable practices.

### KEY THEMES

THE HYBRID FUTURE: REDESIGNING WORKSPACES FOR FLEXIBILITY AND INNOVATION

HUMAN-CENTERED DESIGN: CREATING INCLUSIVE, ADAPTIVE, AND PURPOSEFUL WORK ENVIRONMENTS

SUSTAINABILITY AND LEGACY: BUILDING FUTURE-READY WORKSPACES THROUGH ADAPTIVE REUSE

AI-POWERED WORKPLACES: REVOLUTIONIZING DESIGN, PRODUCTIVITY, AND COLLABORATION



## Art & Design in the Workplace

**Ashley Tipton, Design Director for Global Real-Estate and Workplace, The Coca-Cola Company and Beth Wilson, Fine Arts Manager, The Coca-Cola Company**

In this session Ashley and Beth will share insights into their creative process, highlighting the importance of balancing global brand consistency with local cultural relevance. Through thoughtful, human-centered design, Ashley and Beth craft environments that inspire and support Coca-Cola associates, fostering a sense of belonging and creativity in workspaces worldwide. Their approach illustrates the powerful role of art and design in shaping spaces that reflect Coca-Cola's values while providing a joyful and productive atmosphere for employees.

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

**Arjun Kaicker, Co-Head of Workplace Analytics and Insights, Zaha Hadid Architects**

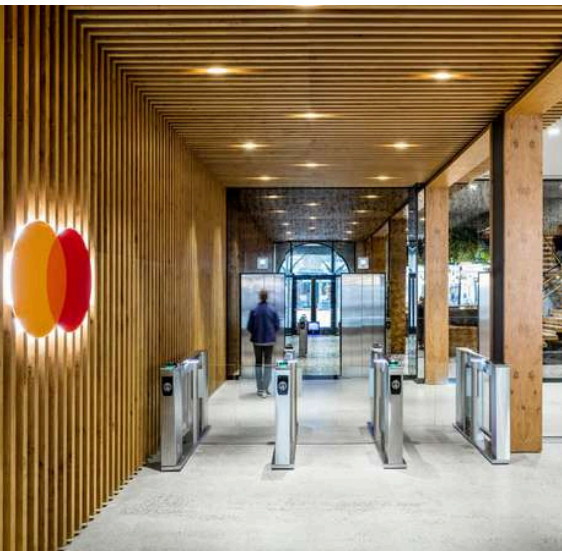
There has been an explosion of interest and innovation in Artificial Intelligence, with AI used to support design ideation and space planning. In this talk, AI pioneer Arjun Kaicker, Co-Head of Zaha Hadid Analytics + Insights, will discuss the trends in AI usage across workplace design utilising his 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.



## Collaboration and Community at Mastercard Atlanta

**Barrie Hottinger, Vice President, Workplace Experience, Mastercard**

Barrie is Vice President, Workplace Experience at Mastercard. In her current role, she is responsible for driving future of work (FOW) programming to ensure optimal employee experience by leveraging innovative technology and workspaces. She is also the Experience and Engagement Lead for Mastercard Atlanta, their newest US office that has a two-pronged approach – Collaboration and Community, with a focus on experimenting with newer technology and space configurations for scalability across the portfolio. Throughout her 10-year career with Mastercard, Barrie has held different roles, including HR business transformation, people analytics and program management, supporting various verticals throughout the organization.



PLEASE NOTE SESSIONS AND THE ORDER ARE SUBJECT TO CHANGE

# CONFERENCE PREVIEW

## MASTERCARD ATLANTA

### 09:00 | CONFERENCE OPENS

### 09:30 | CHAIRPERSON'S OPENING REMARKS

Jessica White, Director Global System Integrators, Honeywell

**Honeywell**

### 09:45 | COLLABORATION AND COMMUNITY AT MASTERCARD ATLANTA

Barrie Hottinger, Vice President,  
Workplace Experience, Mastercard



Barrie is Vice President, Workplace Experience at Mastercard. In her current role, she is responsible for driving future of work (FOW) programming to ensure optimal employee experience by leveraging innovative technology and workspaces. She is also the Experience and Engagement Lead for Mastercard Atlanta, their newest US office that has a two-pronged approach – Collaboration and Community, with a focus on experimenting with newer technology and space configurations for scalability across the portfolio. Throughout her 10-year career with Mastercard, Barrie has held different roles, including HR business transformation, people analytics and program management, supporting various verticals throughout the organization.

### 10:15 | ART & DESIGN IN THE WORKPLACE

Ashley Tipton, Design Director for  
Global Real-Estate and Workplace,  
The Coca-Cola Company  
Beth Wilson, Fine Arts Manager, The  
Coca-Cola Company



Ashley Tipton, Director of Global Workplace Design and Beth Wilson, Fine Art Manager and at The Coca-Cola Company, will explore how art and design elevate workplace experiences and enhance employee well-being across Coca-Cola's global offices. In this session, they will share insights into their creative process, highlighting the importance of balancing global brand consistency with local cultural relevance. Through thoughtful, human-centered design, Ashley and Beth craft environments that inspire and support Coca-Cola associates, fostering a sense of belonging and creativity in workspaces worldwide. Their approach illustrates the powerful role of art and design in shaping spaces that reflect Coca-Cola's values while providing a joyful and productive atmosphere for employees.

### 10:45 | DESIGNING FOR THE FUTURE: THE IMPACT OF AI ON WORKPLACE DESIGN

Arjun Kaicker, Co-Head of Zaha  
Hadid Analytics + Insights (ZHAI) at  
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.

### 11:15 | COFFEE BREAK & NETWORKING

### 11:45 | AUDIENCE INTERACTION



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# CONFERENCE PREVIEW

## MASTERCARD ATLANTA

### 11:55 | FROM LANGUISHING TO FLOURISHING

David Dewane, Chief Experience Officer, Physical Space, geniant and Adjunct Professor, Illinois Institute of Technology



This talk examines a case study of one of the most exciting new offices in the USA. The discussion will focus on how to move from pre-pandemic models that were characterized by a pervasive sense of languishing, to a future based on deep flourishing. In doing so, we will explore concepts originating in sociology that will be critical to developing metrics for tracking the behavioural impact of our physical environments in the larger context of hybrid work.

### 12:25 | EXPERT PANEL: REIMAGINING WORKPLACE EXPERIENCE: THE NEW FRONTIER OF EMPLOYEE ENGAGEMENT

Moderator: Emily Levinson, Director, Savills Workplace Studio | North America  
Ryne Raymond, Workspace and CRE Lead, FanDuel  
Rhea Daniels, People-Centric Well-Being Strategist  
Dr Stacey Rivers, Head of Learning & Development, Warner Bros. Discovery



This panel explores the evolving workplace experience, emphasizing innovative strategies to enhance employee engagement, productivity, and well-being. Experts will discuss designing hybrid work environments, leveraging technology, and creating inclusive cultures that cater to diverse needs in a rapidly changing work landscape.

### 12:55 | NURA SPACE INNOVATION PLATFORM

Anton Schiavello, Co-Founder, Nura Space

NURA • SPACE

### 13:00 | LUNCH BREAK & NETWORKING

### 13:45 | AUDIENCE INTERACTION

### 13:50 | WORKTECH THINK TANK



Join our interactive think tank discussion groups, where we explore the future of work's most compelling topics. 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.



### DIGITAL TRANSFORMATION: THRIVING IN THE MODERN WORKPLACE

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 and spatial computing within your organizations, how can we create seamless experiences to thrive in the digital era?

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# CONFERENCE PREVIEW

## MASTERCARD ATLANTA



### 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 instill 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 VALUE PROP

Let's delve into strategies for attracting, retaining, and harnessing the potential of tomorrow's workforce. What innovative approaches can be leveraged to enhance culture and bridge organizational needs with the aspirations of the next generation of employees?

## 14:30 | ADAPTIVE REUSE: INSPIRING A NEW WAVE OF LEGACY

Stephanie Restrepo, [Global Design and Construction, Block](#)  
Michelle Rotherham, [Commercial Practice Leader, CannonDesign](#)



Adaptive reuse has proven itself a powerful practice for creating remarkable, future-focused workplaces. Block, Inc has executed this strategy with exceptional success for spaces in cities across the world for Cash App, Square, and Tidal. They have developed a unique approach to create spaces that meld history, legacy and meaning...all the while staying authentic to their brand and reducing their carbon footprint. In a world where people can work anywhere, how do you create a place that draws people in? Can we create space that inspires people now and 50 years from now when reimaged once again? In this session, a key leader in Block's design and construction team and design leadership from CannonDesign will offer a thoughtful look into successful adaptive reuse. They will show real-world examples of innovative workplaces forged from former lumber mills, concert venues, printing factories and more. They will share lessons learned, best practices, and inspiration others can take to their own projects – and why adaptive reuse can be such a powerful strategy for tech companies

## 15:00 | NATURE, TECHNOLOGY, AND WELL-BEING: REDEFINING THE WORKPLACE FOR PEAK PERFORMANCE

Stuart Bern, [Managing Director, AMER, JLL/Technologies](#)  
Carrie Denning Jackson, [Director of Innovation, Jamestown](#)  
Gregory Gomer, [Co-Founder, HqO](#)

Explore how biophilic design, sustainability, and smart building technologies converge to enhance mental health and productivity in the workplace. This panel will showcase innovative approaches to create environments that support well-being, optimize performance, and foster a healthier, more effective workforce.



## 15:30 | CHAIRPERSON'S CLOSING REMARKS

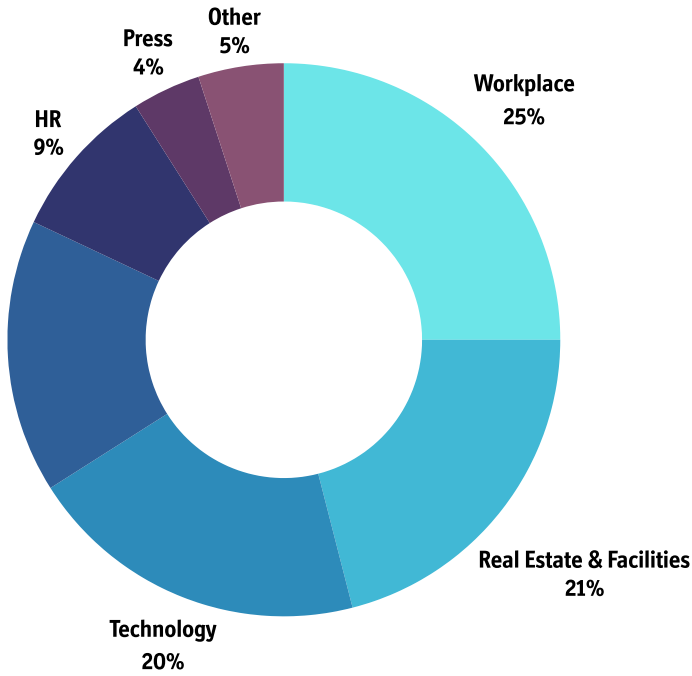
Jessica White, [Director Global System Integrators, Honeywell](#)



## 15:45 | CONFERENCE CLOSES

# WHO ATTENDS

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



A well-spoken and experienced group of presenters providing leading edge subjects current topics and statistics. A great place to learn about new ideas.

WORKTECH DELEGATE, DELOITTE



Informative, interesting views on workplace design, planning technology and workers.

WORKTECH DELEGATE, BANK OF MONTREAL



# BOOK NOW

[WWW.WORKTECHEVENTS.COM/EVENTS/WORKTECH24-ATLANTA/](http://WWW.WORKTECHEVENTS.COM/EVENTS/WORKTECH24-ATLANTA/)

## KEY INFORMATION

### Date

When: Thursday, October 1st  
Where: Mastercard Atlanta

### How to book:

Visit: [www.worktechevents.com/events/worktech24-atlanta/](http://www.worktechevents.com/events/worktech24-atlanta/)

### 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)



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