

WORKTECH™

New York

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

WORKTECH NEW YORK | MONDAY OCTOBER 7TH

9:00-17:30 AT MASTERCARD NYC TECH HUB

WORKTECH LOUNGE | TUESDAY OCTOBER 8TH

13:30-17:30 AT STEELCASE WORKLIFE CENTER

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Isabel Dewhust-Marks

Managing Director,
WORKTECH Events

A warm welcome to WORKTECH24 New York

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 New York 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 30+ 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.

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

Luke Askwith [Gensler](#)
Bastien Baumann [Le Truc](#)
Dr. Chesley Black [SPS](#)
Jian Bland [Mastercard](#)
Adrian Brossard [Yellowbox](#)
Dr. Tracy Brower [Steelcase](#)
Amanda Carroll [Gensler](#)
Richard A.C. Coles [Vanbarton Group LLC](#)
Mary Carnes [OfficeSpace Software](#)
Dan Drogman [Smart Spaces](#)
Brian Elliott
Larry Gadea [Envoy](#)
Suzanne Heidelberger [Suzanne Heidelberger Advisory](#)
Julia Hobsbawm [OBE](#)
Jens Holm [3XN](#)
Vijay Jesrani [JLL](#)
Phil Kirschner
Peter Knutson [Architecture Plus Information \(A+I\)](#)
Amanda Kross [JLL](#)
Elizabeth Leath [BlackRock](#)
Corinne Lestch [Forbes](#)
Shih Hua Liong [Google](#)
BJ McClure [TIAA](#)
Peter Miscovich [JLL](#)
Kristin Peloso [Quantum Health](#)
Hayden Perkin [Amazon](#)
Philip Ross [UnWork](#)
Laurie Rothenberg [Pfizer](#)
Shivaun Ryan [XY Sense](#)
John Stearns [Zoom](#)
Anna Tavis [NYU](#)
Nicole Turner [Mastercard](#)
Giles Wrench [JLL](#)



Elizabeth Leath, BlackRock



Phil Kirschner, McKinsey & Company



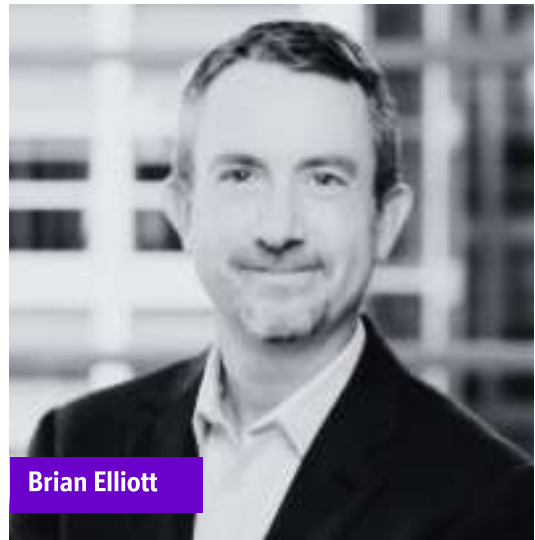
Julia Hobsbawm OBE



Jens Holm, 3XN



Nicole Turner, Mastercard



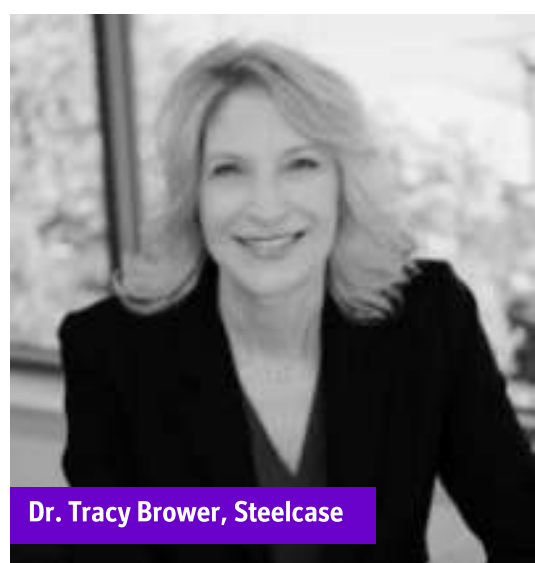
Brian Elliott



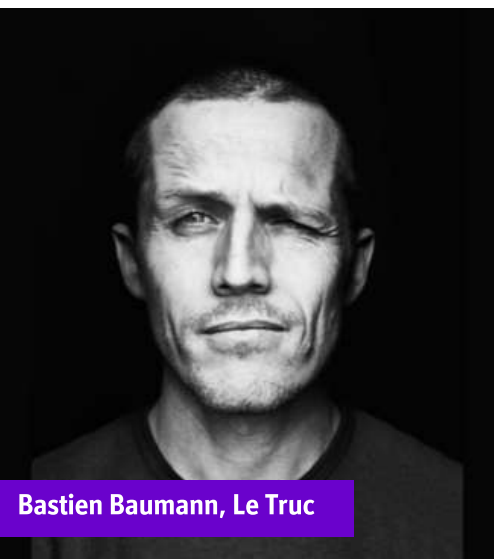
Anna Tavis, NYU



Hayden Perkin, Amazon



Dr. Tracy Brower, Steelcase



Bastien Baumann, Le Truc



Amanda Carroll, Gensler



Philip Ross, UnWork



Working Assumptions

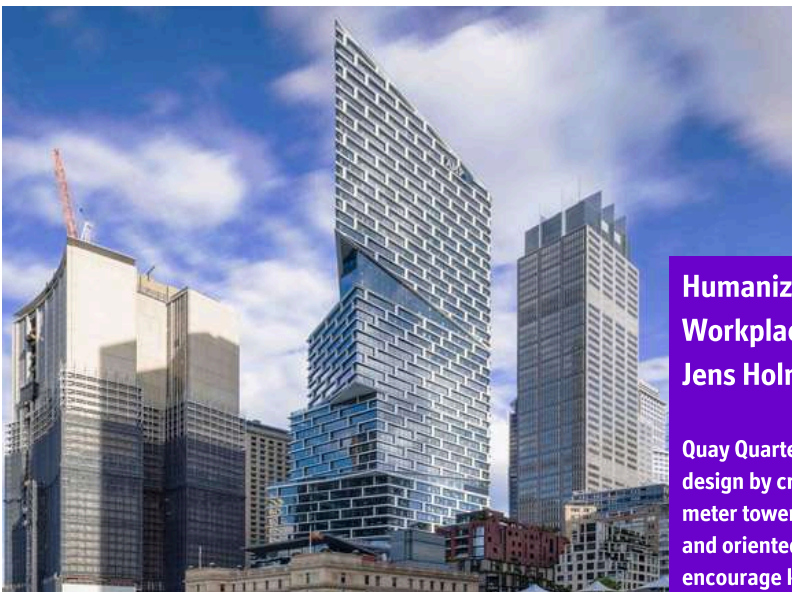
Peter Miscovich, Executive Managing Director, Global Future of Work Leader, JLL / Julia Hobsbawm OBE, British entrepreneur, writer, and expert keynote speaker

Written by award-winning writer and popular podcaster Julia Hobsbawm, whose landmark 2022 book *The Nowhere Office*, predicted the rise in hybrid working long before anyone else, *Working Assumptions* is a clear-eyed view of what Julia identifies as 'The Amazing Age' – a new era replete with challenge and opportunity for all working people experiencing a pace of technological and cultural change not seen in over a century.

Hybrid Success at Scale: Building Effective Hybrid Work Programs

Brian Elliott, Leadership advisor, best-selling author, Forbes' Future of Work 50

In this session, Brian Elliott, a Future of Work expert, will explore recent research on the benefits and challenges of hybrid work. Through case studies from leading organizations, he'll demonstrate how to build successful hybrid programs that boost utilization and employee engagement. The session will emphasize the shift from "facilities" to "facilitation" and the importance of collaboration between Workplace, People, and Tech leadership, offering insights into the ROI of collaborative spaces and strategies for team alignment.



Humanizing the High-Rise and Shaping the Future of the Vertical Workplace - Quay Quarter Tower, Sydney

Jens Holm, Partner, 3XN

Quay Quarter Tower (QQT), named World Building of the Year 2022, redefines high-rise design by creating a community-oriented vertical village in Sydney's CBD. This 206-meter tower consists of five stacked, shifting volumes, each centered around an atrium and oriented toward Sydney Harbour. The atria host informal meeting areas that encourage knowledge sharing and interaction, embodying 3XN's belief that "Architecture Shapes Behaviour." Generous terraces at the base of each block offer spaces for respite within the tower's core.

WORKTECH24 NEW YORK CONFERENCE AGENDA

MASTERCARD NYC TECH HUB

MONDAY, OCTOBER 7TH

08:30 | CONFERENCE OPENS

09:00 | CHAIRPERSONS WELCOME

Suzanne Heidelberger, [Global Real Estate, Workplace Experience, Suzanne Heidelberger Advisory](#)
Giles Wrench, [Vice Chairman, Financial Services, JLL](#)



09:10 | HOST WELCOME ADDRESS

Speaker to be announced



09:15 | OPENING DISCUSSION WORKING ASSUMPTIONS

Peter Miscovich, [Executive Managing Director, Global Future of Work Leader, JLL](#)
Julia Hobsbawm OBE, [British entrepreneur, writer, and expert keynote speaker](#)



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09:50 | HYBRID SUCCESS AT SCALE: BUILDING EFFECTIVE HYBRID WORK PROGRAMS

Brian Elliott, [Leadership advisor, best-selling author, Forbes' Future of Work 50](#)



In this session, Brian Elliott, a Future of Work expert, will explore recent research on the benefits and challenges of hybrid work. Through case studies from leading organizations, he'll demonstrate how to build successful hybrid programs that boost utilization and employee engagement. The session will emphasize the shift from "facilities" to "facilitation" and the importance of collaboration between Workplace, People, and Tech leadership, offering insights into the ROI of collaborative spaces and strategies for team alignment.

10:15 | DESIGNING FOR THE FUTURE OF WORK AT LE TRUC

Peter Knutson, [Chief Strategy Officer, Architecture Plus Information \(A+I\)](#)



Architecture Plus Information (A+I) will present Le Truc, a cutting-edge workplace innovation within Publicis' New York flagship building. Designed as a 'Clubhouse for Creativity,' Le Truc challenges traditional office structures by prioritizing the creative process. The space features vibrant, diverse areas for ideation, each with unique colors, lighting, and functionality. This innovative design enhances creative agency and fosters a strong sense of community, creating a dynamic environment where creativity flourishes.

10:20 | TRANSFORMING WORKSPACES: THE POWER OF INNOVATION HUBS

Moderator: Vijay Jesrani, [Managing Director, US Financial Services Sector Lead, JLL](#)
Bastien Baumann, [Chief Design Officer, Le Truc](#)
Elizabeth Leath, [VP Workplace Experience Operations, Enterprise Services, BlackRock](#)
Jian Bland, [Vice President, Technology Hub, Mastercard](#)

Join industry leaders as they explore the transformative power of innovation hubs. This panel will discuss their strategic role in fostering collaboration, leveraging cutting-edge technologies, and attracting top talent. Key topics include designing agile workspaces, integrating AI, enhancing sustainability, and improving employee experience. Learn from real-world examples how to create innovative work environments that drive growth, support economic development, and foster inclusive communities.



10:45 | AUDIENCE INTERACTION

10:55 | NETWORKING & COFFEE BREAK

11:25 | SERVICE DESIGN: BUILDING BLOCKS TO CREATE MEANINGFUL WORKPLACE EXPERIENCES

Shih Hua Liong, **Real Estate & Workplace Services (REWS), Google**
Amanda Kross, **Senior Vice President, Consulting, JLL**



Learn how Google's Real Estate Work Services (REWS) team set out to reimagine their workspace in a way that fosters innovation and community collaboration while also providing world class service experiences for both Googlers and visitors at their new St. John's Terminal building.

11:40 | THE 600-YEAR-OLD BUILDING

Luke Askwith, **Senior Associate, Architect, Office Developers Practice Area Leader – Europe, Gensler**



There's a good chance that I will outlive the first tall building I worked on. If we want our built environment to be sustainable, we need to think about designed lifespan in a completely new way. This talk proposes a new way of approaching the design of our tall buildings by proposing a conceptual tall building designed for a 600 year lifespan – a building designed from day one for multiple generations of renewal and retrofit.

11:50 | HUMANIZING THE HIGH-RISE AND SHAPING THE FUTURE OF THE VERTICAL WORKPLACE -- QUAY QUARTER TOWER, SYDNEY

Jens Holm, **Partner, 3XN**



Quay Quarter Tower (QQT), named World Building of the Year 2022, redefines high-rise design by creating a community-oriented vertical village in Sydney's CBD. This 206-meter tower consists of five stacked, shifting volumes, each centered around an atrium and oriented toward Sydney Harbour. The atria host informal meeting areas that encourage knowledge sharing and interaction, embodying 3XN's belief that "Architecture Shapes Behaviour." Generous terraces at the base of each block offer spaces for respite within the tower's core.

12:05 | REIMAGINING INNOVATIVE REAL ESTATE DEVELOPMENT IN NEW YORK

Amanda Carroll, **Managing Director & Principal, Gensler**
Jens Holm, **Partner, 3XN**
Richard Coles, **Founder and Managing Partner, Vanbarton Group**



As New York City continues to evolve post-pandemic, the principles of adaptive reuse and innovative real estate development could help redefine the urban landscape.

12:30 | UNLOCKING INNOVATION: TRANSFORMING OFFICE STORAGE

Adrian Brossard, **Founder & Head of Partnerships, Yellowbox**



12:35 | AUDIENCE INTERACTION

12:50 | NETWORKING & LUNCH BREAK

13:50 | CREATING EFFECTIVE WORKPLACE IN A SHRINKING FOOTPRINT

Hayden Perkin, **Portfolio Strategy, Global Real Estate & Facilities, Amazon**



In recent years, the workplace has changed radically. Some leaders are pushing for a return to the office, aiming to rebuild culture and collaboration. Meanwhile, many organizations have already streamlined their physical operations, often reducing their overall real estate footprint and services to decrease operating costs. Employees are now faced with being asked to increase attendance to offices that are shrinking around them. This session will compare past and future strategies, exploring their impact on organizations and employees.

14:10 | CREATING EFFECTIVE WORKPLACE IN A SHRINKING FOOTPRINT

Larry Gadea, [CEO & Founder, Envoy](#)



In recent years, the workplace has changed radically. As some leaders push for a return to the office, aiming to rebuild culture and collaboration. Meanwhile, many organizations have already streamlined their physical operations, often reducing their overall real estate footprint and services to decrease operating cost. Employees now face a juxtaposition of being asked to increase attendance at the office as it shrinks around them. This session will compare past and future strategies, exploring their impact on organizations and employees.

14:30 | FROM DATA TO ACTION: UNLOCKING WORKPLACE CHANGE IN 2024

Shivaun Ryan, [Head of Americas, Global Director of Customer Success, XY Sense](#)



Feeling overwhelmed by workplace data? You're not alone. Join Shivaun Ryan as she delves into the workplace metrics that really matter and shows you how to act on your data to drive transformative change in 2024.

14:50 | WORKPLACE INTELLIGENCE: A JOURNEY FROM MANUAL PROCESSES TO DATA-DRIVEN SOLUTIONS

Mary Carnes, [Workplace Insights & Community Lead, OfficeSpace](#)
Kristin Peloso, [NCIDQ, WELL AP, Facilities Space Planner, Quantum Health](#)



The future of work is flexible. See how a rapidly growing company harnessed data-driven insights to optimize their workspace, saving significant costs and time. Join Kristin Peloso, Facilities Space Planner at Quantum Health, an innovator in healthcare navigation and employee well-being, along with Mary Carnes, Workplace Insights & Community Lead at OfficeSpace Software, for an insightful fireside chat on optimizing workspaces and enhancing employee experience. By evolving from manual planning to expertly managing their environment with advanced workplace intelligence tools, Quantum Health was able to navigate challenges such as fluctuating headcount, underutilized spaces, and the shift to hybrid work. Discover how they created a more flexible and efficient workspace that aligns with evolving employee needs. This is a session you won't want to miss—learn how smart decisions, powered by cutting-edge tools, can lead to tangible business benefits and a future-ready workplace.

15:10 | NETWORKING & COFFEE BREAK

15:40 | AUDIENCE INTERACTION

15:50 | WORKPLACE EXPERIENCE: MEETING THE DYNAMIC EXPECTATIONS IN THE NEW WORLD OF WORK

Moderator: Phil Kirshner, [Employee Experience, Future of Work, Org Effectiveness, and Workplace Strategy Leader](#)
Dr. Chesley Black, [Vice President of Operations and Global Workplace Strategy & Innovation, SPS](#)
Dan Drogman, [CEO, Smart Spaces](#)

The panel will discuss building a holistic approach to service experience that attracts, engages and retains top talent. Workplace experience is the culmination of all the touchpoints that employees have with the workplace environment. This environment encompasses three components—the physical office, the digital workplace, and the workforce—as well as the relationship between them.



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CONFERENCE AGENDA

MASTERCARD NYC TECH HUB

MONDAY, OCTOBER 7TH

16:15 | ADAPTING THE MODERN, FLEXIBLE WORKPLACE TO OPTIMIZE THE IN-OFFICE & REMOTE EXPERIENCES FOR HYBRID WORKFORCES

John Stearns, [Head of Zoom Spaces, Zoom](#)
BJ McClure, [Managing Director – Head of Digital Employee Experience, TIAA](#)



This session will be a fireside chat with Zoom and their client from TIAA discussing hybrid work trends, a strategic approach to adapting physical workplaces to be more optimized for hybrid & flexible work, as well as offering insights into how AI can help shape a workforce to drive productivity and collaboration.

16:35 | EXPERT PANEL: WORKPLACE LEADERS

Nicole Turner, [Senior Vice President, Global Technology Hubs, Mastercard](#)
Ayesha Sattur, [CHRO, RWE Clean Energy](#)
Laurie Rothenberg, [Global Real Estate & Workplace Strategy Lead Counsel, Pfizer](#)

Join us for an insightful discussion on the future of the workplace with esteemed industry leaders who will share their perspectives on high performance talent centric workplace, data-driven workplace transformation, and experiential innovation and other topics from the day.



17:00 | CHAIRPERSONS CLOSING REMARKS

Suzanne Heidelberger, [Global Real Estate, Workplace Experience, Suzanne Heidelberger Advisory](#)
Giles Wrench, [Vice Chairman, Financial Services, JLL](#)



17:10 | NETWORKING DRINKS

17:30 | CONFERENCE CLOSES

WORKTECH24 NEW YORK

LOUNGE AGENDA

STEELCASE WORKLIFE CENTER

TUESDAY, OCTOBER 8TH

13:30 | REGISTRATION OPENS

13:45 | CHAIRPERSONS WELCOME

Speaker to be confirmed

14:00 | BOOK DIGEST

Moderator: Corinne Lestch, Deputy Editor, Forbes

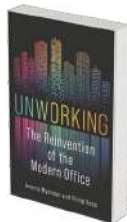
Forbes

Philip Ross, Founder and CEO of UnWork and co-author of *Unworking: The Reinvention of the Modern Office*

Tracy Brower, VP, Workplace Insight, Steelcase and author of *The Secrets to Happiness at Work*

Anna Tavis, Department Chair at NYU School of Professional Studies and author of *The Digital Coaching Revolution*

unwork



Steelcase



NYU



15:00 | NETWORKING & COFFEE BREAK

15:30 | THE OFFICE OF THE FUTURE

Philip Ross, Founder and CEO of UnWork
Dan Drogman, CEO, Smart Spaces

unwork

smartspaces

Unworking: The Reinvention of the Modern Office by Jeremy Myerson and Philip Ross discusses the concept of dispelling the outdated ideas of what an office should be. Dan Drogman, CEO, Smart Spaces is an expert in cutting edge smart building technology, from booking patterns to AI, linked journeys to productivity this session will explore what the office of the future means and how close we are to making it a reality.

Led by Philip Ross, this Q&A with Dan Drogman asks why our attitudes to the office have changed so significantly and provides practical examples of the technology that's paving the way for a new and improved workplace experience.

16:00 | SESSION TO BE CONFIRMED

Speaker to be confirmed

Session details to be confirmed

16:30 | CHAIRPERSONS CLOSING REMARKS

Speaker to be confirmed

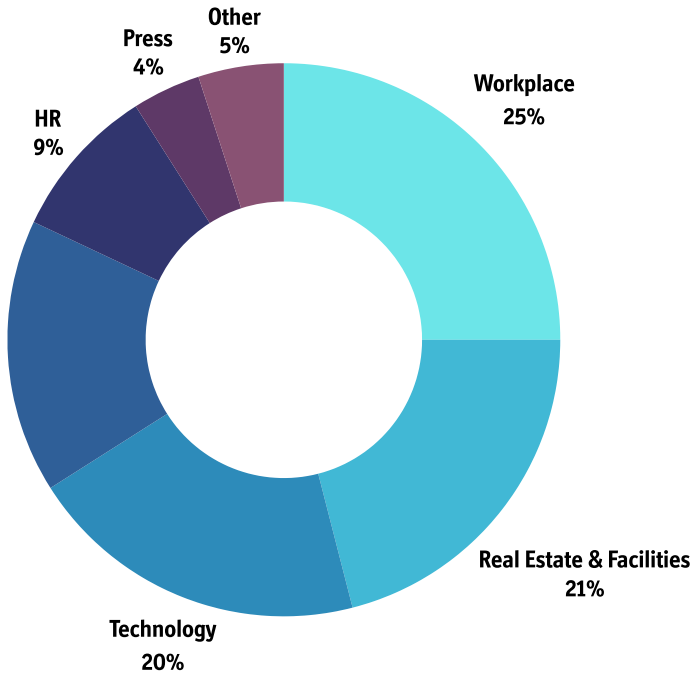
16:35 | WINE AND CHEESE

17:15 | EVENT 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-new-york/

KEY INFORMATION

Date & Venue

When: Monday October 7th - Tuesday October 8th

Where: Mastercard NYC Tech Hub and Steelcase WorkLife Center

How to book:

Visit: www.worktechevents.com/events/worktech24-new-york/

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:

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