

WORKTECH™ Amsterdam

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

MIRO 100, AMSTERDAM

WEDNESDAY 29TH OCTOBER 2025

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WORKTECH™ ACADEMY



Conference Producer,
WORKTECH Events

A warm welcome to WORKTECH25 Amsterdam

WORKTECH is the fastest growing global forum for those involved in workplace innovation and the future of work, bringing together commercial real estate, facilities management and HR leaders and workplace strategists, designers and architects. Where and how we work has never been more central to strategic decision-making. Whether we embrace a return-to-office, a hybrid or a fully remote model, the old model, the traditional twentieth century office, no longer meets today's needs.

Join us to explore how we can make our workplaces relevant and productive for current and future generations, supporting diverse workstyles, requirements and cultures, and how technology is driving and enabling workplace transformation. Workplace thought leaders share their insights at the WORKTECH events all over the world. Conference sessions at WORKTECH Amsterdam will be run in one stream, which means that you will get to attend every keynote, case study or panel and be part of every conversation.

The event includes a curated innovation exhibition in the breakout areas where you can meet with service providers and our education partners, complementing learning throughout the day. Three networking breaks offer valuable opportunities to connect with fellow participants. We hope you will be able to join us and look forward to welcoming you to the event on October 29.

**Warmest regards,
Peter**

CONTENTS



SPEAKERS



SESSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS

WORKTECH Amsterdam attracts 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 and innovative organisations.

Through interdisciplinary speakers and learning experiences, 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

Speaker Highlights

Hojjat Attar, **Offilancer**

Patricia Bax-Bakker, **Genmab**

Yvette Becker, **FNV**

Luc Kamperman, **Veldhoen + Company**

Rick Niemeijer, **BNP Paribas Real Estate**

Stephanie Hain, **NewCold**

Ania Hajdrowska, **engaged.lab**

Floor van den Heuvel, **NXP Semiconductors**

Marja van der Most, **Snowflake**

Elizabeth Nelson, **Smart Building Collective**

Wilco Poppelier, **Miro**

Sebastiaan Popma, **Join Program**

Marieke Pepers, **Nmbrs (Visma)**

Hans Reineke, **Hollandse Nieuwe**

Esther Roelofs, **WorkWire**

Iñigo Espín Sanchiz, **Ojmar**

Mare Santema, **Use/space**

Daaf Serné, **Miro**

Angelique Slob, **Hello Monday Club**

Gerda Stelpstra, **Envalue**

Nick Stuifbergen, **Neat**

Samuel Orobio de Castro, **G&S&**

Joost Vos, **Bentham Crouwel Architects**

Jort Verhage, **Court Jester**

Paul van Wijngaarden, **Rabobank**

Daiana Zamler, **Design for Blooming**



**Joost Vos, Benthem Crouwel
Architects**



Elizabeth Nelson, Smart Building Collective



Rick Niemeijer, BNP Paribas Real Estate



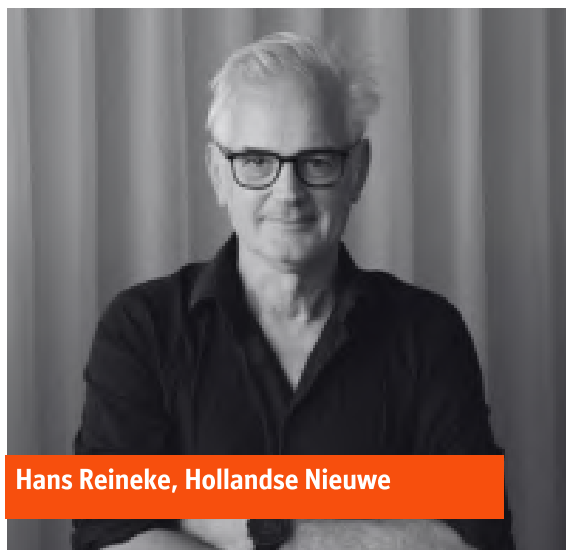
**Floor van den Heuvel, NXP
Semiconductors**



Esther Roelofs, WorkWire



Paul van Wijngaarden, Rabobank



Hans Reineke, Hollandse Nieuwe



Orobio de Castro, G&S&



Wilco Poppelier, Miro



Neuroarchitecture and Smart Buildings – Designing for Brains, Not Just Buildings

Elizabeth Nelson, co-founder at Smart Building Collective

Our offices shape how we think, feel, and perform—often in ways we don't realize. Dr. Elizabeth Nelson reveals how cutting-edge neuroscience and neuro-inclusive design can turn offices and smart buildings into engines of focus, flow, and connection. Expect bold ideas, eye-opening research, and actionable strategies to create spaces that don't just house people—they amplify their potential.

NXP - Brand Meets Workplace Experience: The Fast-Tracked Modernisation of NXP's Global HQ

Floor van den Heuvel, Real Estate & Facility Manager, NXP Semiconductors, Hans Reineke, Founding Partner at Hollandse Nieuwe and Luc Kamperman, Global Managing Partner, Veldhoen + Company

Discover how NXP transformed its global HQ and research centre in just 12 months, consolidating 1,150 employees while aligning the workplace with a renewed brand identity. The project brought the brand to life in the physical environment and elevated the end-user experience. Success relied on a fully integrated, collaborative partnership between Hollandse Nieuwe and Veldhoen + Company, guided by clear principles for 'building the plane while flying it'. This case study reveals how accelerated timelines, tight partnerships and a user-driven strategy can deliver rapid, workplace change.



Revitalising Office Buildings by Opening Up for Social Good

Rick Niemeijer, CEO of BNP Paribas Real Estate, Mare Santema, Co-founder & Managing Director at Use/space, Samuel Orobio de Castro, Commercial Developer at G&S&

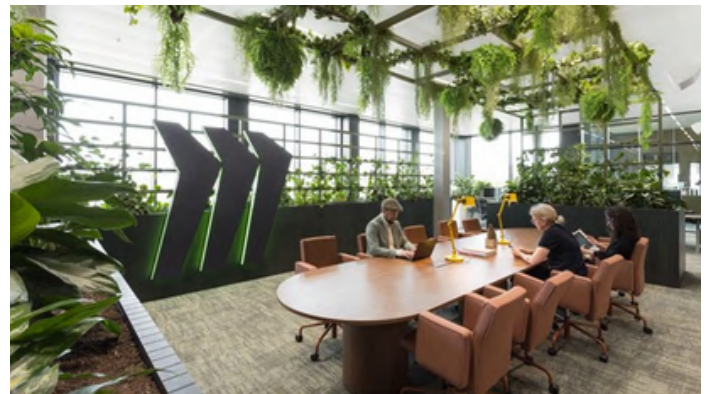
Office buildings sit empty up to 70% of the time, while space for social and cultural initiatives is increasingly hard to find. This panel explores how commercial real estate owners can unlock underutilised space to support community organisations, creating vibrant, multifunctional environments that attract tenants, meet ESG goals and contribute to the employee experience. The session will focus on a real-world example, a major redevelopment project in Amsterdam's South Axis. Learn how integrating social activation into building strategy enhances tenant experience, generates valuable marketing content and contributes to sustainability certifications. Discover how this approach transforms office buildings from static workplaces into dynamic hubs of connection, creativity and purpose.

WORKPLACE TOURS

As a delegate, you will have the opportunity to gain access to exclusive, behind-the-scenes tours of some of Amsterdam's most cutting-edge workspaces. Please note that spaces for these exclusive tours are extremely limited, subject to availability and available exclusively to registered conference delegates.

MIRO 100 HQ

Step inside Miro's brand-new Amsterdam headquarters, a vibrant workplace designed as a 'Learning Lab' to continuously evolve with the needs of its people. Purpose-built for hybrid collaboration, the space blends flexible layouts, modular furniture, and integrated technology to empower teams to co-create from anywhere. What sets Miro's HQ apart is its people-driven approach: the workplace is shaped by ongoing employee feedback, pulse surveys, and open conversations, ensuring the environment responds to real needs rather than assumptions.



SALESFORCE | EDGE STADIUM BUILDING

The Amsterdam project marks a milestone as Salesforce's first major post-COVID capital relocation lease. This initiative embodies the latest Real Estate strategy at Salesforce, pushing its spaces to be more flexible, efficient, and multifunctional. The new facilities are designed to accommodate diverse team sizes and a variety of employee and customer events—all while maximising space utilisation and efficiency.



MIRO 100, AMSTERDAM

09:00 CHAIRPERSON'S OPENING REMARKS

Jort Verhage, Court Jester

09:05 HOST WELCOME

Daaf Serné, Head of Workplace & Sustainability at Miro



09:15 OPENING PANEL: REFRAMING WORKPLACE STRATEGY BEYOND HR, IT AND REAL ESTATE

Gerda Stelpstra, Partner, Head of Strategy Consulting at Envalue

Marja van der Most, Regional Workplace Manager at Snowflake, **Paul van**

Wijngaarden, Program Director Property Development ad interim at Rabobank

Stephanie Hain, Chief People & Culture Officer at NewCold

Workplace strategy is shifting from a support function to a business driver. It is no longer about optimising space, cost or even experience in isolation, but about enabling performance through the right mix of people, culture, data and place, requiring a realignment of HR, IT, real estate and facilities management. Gerda Stelpstra, Head of Strategy Consulting at Envalue, will discuss how organizations can use integrated data, shared KPIs and behavioural insights to align workplace decisions with business outcomes — moving from fragmented initiatives to a connected, measurable strategy.



10:00 NXP - BRAND MEETS WORKPLACE EXPERIENCE: THE FAST-TRACKED MODERNISATION OF NXP'S GLOBAL HQ

Floor van den Heuvel, Real Estate & Facility Manager, NXP Semiconductors, **Hans Reineke**, Founding Partner at Hollandse Nieuwe and **Luc Kamperman**, Global Managing Partner, Veldhoen + Company

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10:30 NETWORKING & COFFEE BREAK

11:00 EXPERIENCE BASED WORKING: DESIGNING HYBRID WORKPLACES FOR ALL WORKSTYLES

Esther Roelofs, Managing Partner & Workplace Strategist at WorkWire



Experience Based Working (EBW) integrates cognitive diversity, personal workstyles and sensory needs into workplace design — creating office environments that not only support neurodiverse employees, but elevate the experience for everyone. Drawing on data from an extensive multi-sector research consortium, Esther Roelofs shares actionable design frameworks, international case studies and practical tools for building hybrid workplaces that maximise wellbeing, focus and engagement across the full spectrum of cognitive profiles.

11:30 GREEN TECH IN ACTION: THE FUTURE OF SUSTAINABLE LOCKING

Iñigo Espín Sanchiz, Business Development Manager Benelux at Ojmar



In today's hybrid working era, Corporate leaders, Facility Managers, and Workplace Strategists face mounting pressure to balance efficiency, employee experience, and sustainability. This session explores how even the smallest details (like locker locks) can make a significant impact. Discover how technology is redefining access management and security by combining innovation with environmental responsibility. Learn how smart, energy-efficient solutions can contribute to greener operations, reduce maintenance costs, and support the transition toward truly sustainable workspaces.

MIRO 100, AMSTERDAM

11:50 BRIDGING THE GAP BETWEEN VIRTUAL WORKFLOWS AND PHYSICAL SPACES

Asaël Akkerman, Chief Strategy Officer at Workplaced, **Eelco Voogd**, CEO at Reworc & **Marc Heijmans**, Commercial Director/ Country Manager at eFM



Is digitalisation leaving physical offices behind? Do we still need big central headquarters or are we heading toward more flexible, adaptive and decentralised ways of working? In this session market pioneers will explore how buildings can become intelligent platforms; hyper-efficient, on-demand services that compute, analyse and enhance the employee experience as the new gold standard in commercial real estate. With a growing landscape of workplace technologies, leaders face a critical question: which solutions deliver real business value and which simply add complexity and cost?

12:20 INNOVATION PLATFORM | HYBRID WORK, MADE NEAT

Nick Stuifbergen, Enterprise Solutions Specialist at Neat



12:25 INNOVATION PLATFORM | THE SCIENCE OF A "RIGHT-FEELING" OFFICE

Hojjat Attar, Co-Founder at Offilancer



12:30 INNOVATION PLATFORM | MAKE WORK THE BEST PLACE TO EAT

Sebastiaan Popma, Digital Product Manager, Join Program



12:35 NETWORKING LUNCH BREAK

13:30 WHERE TECHNOLOGY MEETS HUMANITY: THE FUTURE OF FLOURISHING AT WORK

Jort Verhage, Court Jester



Jort is on a mission to lead the world's largest movement of human flourishing at work. He and his team have redefined communication inside organisations, transforming it from a weakness into a strategic driver of connection, clarity and innovation. Their approach combines two worlds: an AI-powered technology that enables 24/7 deep dialogues with employees and the human presence of a modern court jester who immerses himself in the everyday rhythm of work to reveal what often remains unspoken. Together, they create a continuous loop of actionable insights that fuel human flourishing. When communication flows and people flourish, performance follows naturally.

13:35 MIRO'S USER DRIVEN WORKPLACE

Wilco Poppelier, Global Lead Workplace Strategy and Projects, Miro



Miro's Amsterdam headquarters balances cost-effective design with meaningful impact. Sustainable, inclusive and continually evolving, it reflects the company's mission and product philosophy by enabling collaboration and innovation. Internally known as the 'Learning Lab,' the space redefines the office as a dynamic environment shaped by employee feedback. Through surveys, conversations and polls, staff guided its design to ensure it meets real needs, not assumptions. The result is a workplace that adapts, supports success, and fosters creativity and continuous learning.

14:00 NEUROARCHITECTURE AND SMART BUILDINGS – DESIGNING FOR BRAINS, NOT JUST BUILDINGS

Elizabeth Nelson, co-founder at Smart Building Collective



Our offices shape how we think, feel, and perform—often in ways we don't realize. Dr. Elizabeth Nelson reveals how cutting-edge neuroscience and neuro-inclusive design can turn offices and smart buildings into engines of focus, flow, and connection. Expect bold ideas, eye-opening research, and actionable strategies to create spaces that don't just house people—they amplify their potential.

MIRO 100, AMSTERDAM

14:20 CONSIDERING THE FOUR-DAY WORKWEEK: FROM PRESENCE TO PURPOSE

Yvette Becker, Policy Advisor at FNV
Marieke Pepers, Chief People Officer at Nmbros (Visma)

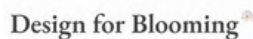


As organisations navigate shifting employee expectations, burnout and the challenges of talent retention, the 4-day workweek has emerged as a topic in the future of work conversation. Dutch trade union FNV advocates for a shorter workweek, arguing it could promote full employment, enhance work-life balance and improve employee well-being. Some companies are already putting the 4-day workweek into practice. HR software provider Nmbros is one example. In this session, experts and practitioners from various perspectives will explore how reduced working hours could influence office utilisation, spatial planning, workplace experience and productivity.

14:50 COFFEE & NETWORKING BREAK

15:20 UNLOCKING ORGANISATIONAL PERFORMANCE THROUGH NEUROSCIENCE AND DESIGN

Daiana Zamler, Founder at Design for Blooming, **Ania Hajdrowska**, Founder at engaged.lab, **Patricia Bax-Bakker**, Interim Director of Facilities at Genmab & **Angelique Slob**, founder of Hello Monday Club



Neuroscience is shedding new light on how workplace environments affect stress, focus, collaboration and social connection. When applied to concept development across different work styles, roles and regions, these insights can help organisations move beyond one-size-fits-all solutions. By linking brain and behavioural responses to design choices, from focus areas to collaborative zones, neuroscience offers evidence for tailoring spaces that enhance both employee experience and business outcomes. This approach bridges global workplace strategies with local realities, aligning culture, well-being and productivity.

15:50 SHAPING THE FUTURE OF WORKPLACES

Joost Vos, Partner at Benthem Crouwel Architects

BNTHMCRWL

LAB42 UvA, the University of Amsterdam's pioneering faculty building, is the most circular and sustainable building of the Amsterdam Science Park. It's also a laboratory, a research institute and a workplace in one. Joost will share insights on what it means to design a truly future-proof environment.

16:10 REVITALISING OFFICE BUILDINGS BY OPENING UP FOR SOCIAL GOOD

Rick Niemeijer, CEO of BNP Paribas Real Estate, **Mare Santema**, Co-founder & Managing Director at Use/space, **Samuel Orobio de Castro**, Commercial Developer at G&S&



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16:50 CHAIRPERSON'S CLOSING REMARKS

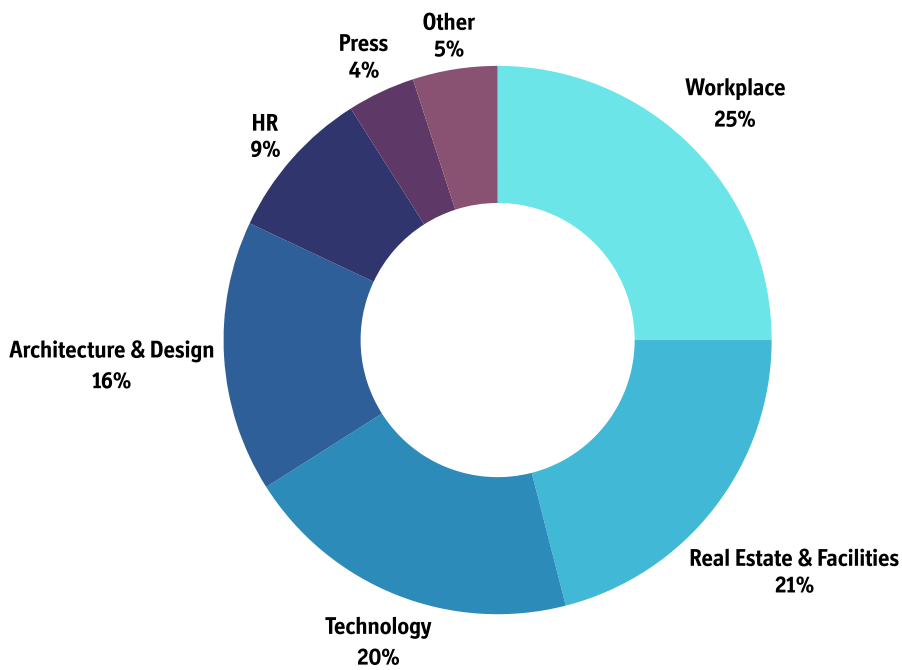
Jort Verhage, Court Jester

17:00 NETWORKING DRINKS SPONSORED BY MIRO

18:00 CONFERENCE CLOSES

WHO ATTENDS

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



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

WORKTECH delegate



This is an event packed with exciting, innovative information that you can use especially if you are designing a new workspace.



WORKTECH delegate, Vice President, JPMorgan Chase



LEARN MORE

www.worktechevents.com/events/worktech25-amsterdam

KEY INFORMATION

Date

When: Wednesday 29th October

Where: Miro 100, Amsterdam

How to book:

Visit:

www.worktechevents.com/events/worktech25-amsterdam/

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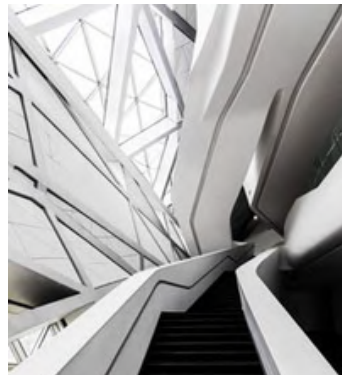
If you are part of a group that would like to attend and are looking for a joint group rate please get in touch to arrange a bespoke ticket price.

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.

For more information on the above initiatives, please contact:

sally.adamson@worktechevents.co.uk



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