

# WORKTECH™ Munich

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

## EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

DESIGN OFFICES, MÜNCHEN ATLAS

TUESDAY 31ST MAY 2022

09:00 - 17:00

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# MEET THE SPEAKERS



WORKTECH22 Munich is 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 us to hear the latest inspiration, advice and solutions to help you navigate the post-pandemic world of work. The conference will gather 150 senior professionals from workplace, real estate and facilities leaders to workplace case studies, success stories, new research, actionable insights, and tangible solutions for how to shape and define what's next for work and workplace.

We will cover key topics including hybrid work models, workplace design, smart building technology, employee experience, wellbeing, and much more.

## KEY SPEAKERS INCLUDE:



**Harry Morphakis**  
Senior Manager,  
Accenture



**Locke McKenzie**  
Strategic Tenant  
Relations, Global Office  
Portfolio, Deka  
Immobilien



**Martin Bruebach**  
Head of Real Estate  
Services, Roche  
Diagnostics GmbH



**Pe-Ru Tsen**  
Global Digital  
Workplace Strategy  
Director, Boston  
Consulting Group



**Luca Bussolino**  
Strategy + Innovation  
Director, CARLO RATTI  
ASSOCIATI



**Rainer Huff**  
Portfolio and  
Strategy Manager,  
Telefonica



## REGISTRATION &amp; PRE-EVENT NETWORKING

9:00

## WELCOME FROM MODERATOR

Allan Chester, **CEO and Founder, AnytoAny**

## THEME: POST PANDEMIC GLOBAL WORKPLACE TRENDS

9:15

## KEYNOTE: WHAT'S HAPPENING WITH HYBRID: GLOBAL WORKPLACE TRENDS FOR THE NEW WORKPLACE

Jeremy Myerson, **Director, WORKTECH Academy**

As more flexible work patterns, flexible organisations and flexible buildings emerge in the wake of the global pandemic, what are the key drivers of change in 2022? In this opening session, Professor Jeremy Myerson, Director of WORKTECH Academy, gives a big-picture view of corporate responses to the challenge of hybrid working and looks at the key implications in terms of workplace experience, sustainability and inclusion.

9:55

## SENSEABLE CITIES

Luca Bussolino, **Strategy + Innovation Director, CARLO RATTI ASSOCIATI**

The way we live, work, and play is very different today than it was just a few decades ago, thanks in large part to a network of connectivity that now encompasses most people on the planet. In a similar way, today we are at the beginning of a new technological revolution: The Internet is entering the physical space – the traditional domain of architecture and design – becoming an “Internet of Things” or IoT. As such, it is opening the door to a variety of applications that – in a similar way to what happened with the first wave of the Internet – can encompass many domains: from energy to mobility, from production to citizen participation. This session will explore and discuss different ways to redesign our cities and facilities for the post-coronavirus era and the new technologies’ impact on urban life

10:35-11:05

## NETWORKING BREAK AND EXHIBITION

## THEME: PEOPLE CENTRIC WORKPLACE STRATEGIES

11:10

## EXPERT PANEL: ROUTES TO REVIVAL: HOW TO BUILD A SUSTAINABLE APPROACH TO FLEXIBLE WORKING

Kasia Maynard, **Content Editor, WORKTECH Academy**, Peter Otto, **Chief Product Officer, Condeco**, & Harry Morphakis, **Senior Manager, Accenture**

This panel examines some of the most prominent challenges facing corporate real estate today. It will explore the key areas that suffered due to the pandemic such as wellbeing and culture, and how as we move towards a world where flexibility is set to become a permanent fixture, we can maintain high standards across a hybrid workforce. The panel will explore key themes including how to manage presence in the office, what encourages attendance, and how to foster collaboration and protect culture. Using data from a global study, we discuss geographical differences and draw on practical solutions with real and leading examples of how it is already being done.

11:45

## FROM FIX TO FLEX - PRACTICAL TIPS ON HOW SMART STORAGE CAN ENABLE THE DYNAMIC WORKPLACE.

Kasia Maynard, **Content Editor, WORKTECH Academy**, Thorsten Auinger, **DACH Lead, Veco**

Inspiring case studies and best practice in how successful companies in Germany, Switzerland and Austria have thought about new solutions for storage as they shift towards more dynamic and flexible office spaces. Employees want to decide when, where and how they work. It also explains the impact of new dynamic workplaces on personal storage and looks at how human behaviour and people's rising expectations must be considered when designing the workplace and how smart locker systems can deliver a holistic solution to new storage demands. You walk away with practical tips to apply immediately.

12:15

## INNOVATION PLATFORM: SKYFOLD

12:20 - 13:20

## NETWORKING LUNCH AND EXHIBITION

## THEME: CONNECTED WORKPLACE

### 13:25 TIME FOR CHANGE: THE SIGNIFICANCE OF LIGHT, CONNECTIVITY AND COMMUNICATION IN THE NEW WORK ENVIRONMENT

Jonathan Brune, **Head of Innovation and Operations, Luctra**

Work life as we once knew it is gone forever. Employee preferences have inextricably changed. Leaders are grappling with the productivity and workplace culture implications of widespread, long-term distributed teams. This session explores three elements that will significantly impact the future of work - Design, Connectivity and Communication.

### 13:55 NEW WAYS OF WORKING – REINVENTING REAL ESTATE

Christoph Rogge, **Global Lead FM & RE Tech, Roche**, Erin Horbach, **Enterprise Technology Solution Expert, JLL**, Mayser Axel, **Head of Global Real Estate, Allianz**, & John Lam, **Workplace Strategy, JLL**

The pandemic has forced the adoption of new ways of working. Organizations must reimagine their work and the role of offices in creating safe, productive, and enjoyable jobs and lives for employees. Covid-19 has brought unprecedented human and humanitarian challenge. This session examines how organisations are leading the way to unlock data-driven insights and intelligence to streamline operations and cut costs. In a post pandemic environment, the drive to increase utilization, productivity and user experience of space has never been greater.

### 14:25 TELEFONICA: THE JOURNEY TO SMARTER WORKING

Peyman Blumstengel, **Director Business development in DACH, Haltian** & Rainer Huff, **Portfolio and Strategy Manager, Telefonica**.

This session explores Telefonica's journey using smart workplace technology to drive the adoption of new activity-based working. We examine the stages through gaining acceptance from internal stakeholders, to supporting 'new normal' working styles and the process of gradual adoption - starting small and developing functionality over time. They share how their new smart workplace app delivers both employee experience and key data for operational excellence.

### 14:55 - 15:20 NETWORKING BREAK AND EXHIBITION

#### THEME: THE FUTURE OF CORPORATE REAL ESTATE IN GERMANY

### 15:25 EXPERT PANEL DEBATE: THE GREAT RETURN: MAKING HYBRID WORK WORK

Pe-Ru Tsen, **Global Digital Workplace Strategy Director, Boston Consulting Group**, Locke McKenzie, **Strategic Tenant Relations, Global Office Portfolio, Deka Immobilien**, Martin Bruebach, **Head of Real Estate Services, Roche Diagnostics GmbH**, Agnieska Flasińska, **Strategist, Gensler GmbH** & Lisa Glassner, **Head of Sales Europe, Comfy**

This panel examines global and local trends that are re-shaping a new world of work. It explores perspectives on the pandemic as a catalyst for new ways of working. As organisations shift to hybrid, how can new technologies and innovation enhance employee experience; how can we keep portfolio flexibility; how do we use data to make the right investment decisions. What's in store for the future, how should business leaders respond and what should they prioritise in order to best prepare.

### 16:00 THE ROLE OF EXTENDED REALITY (XR) TECHNOLOGIES AND THE METAVERSE IN THE FUTURE OF WORK

Harry Morphakis, **Senior Manager, Accenture**

This session offers a deep discussion of hybrid work and how XR can bridge the gap between office and remote work, helping to reduce friction for collaboration and enhance colleague engagement. We examine the various technologies for enabling XR within the enterprise and present a case study on how Accenture has used this tooling throughout COVID-19 to connect teams across the globe.

### 16:35 CHAIRPERSON'S CLOSING REMARKS

### 16:45 NETWORKING DRINKS

### 17:30 CONFERENCE CLOSES