

# WORKTECH™ 21

## Los Angeles

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

# EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

VENUE: MG STUDIOS, 1319 W. 11TH ST, LOS ANGELES

THURSDAY DECEMBER 9TH

09:00 - 17:00 PST

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**10times**

# CONFERENCE AGENDA

THURSDAY DECEMBER 9TH

09:00 - 17:00 PST

VENUE: MG STUDIOS, 1319 W. 11TH ST, LOS ANGELES

08:30-09:00

## CONFERENCE OPEN | REGISTRATION & PRE-EVENT NETWORKING

09:00-09:15

### CHAIRPERSON'S OPENING REMARKS

Benjamin Dyett, **Partner, Deco Group**

**THEME: WORK DISRUPTED**

09:15-09:45

### OPENING KEYNOTE: WORKPLACE REIMAGINED

Philip Ross, **Futurologist & CEO, Cordless Group & UNWORK**

WORKTECH is founded on the principle that a harmony of people, place and, above all, technology should form the basis for how organisations plan the future of work. Amid the global pandemic, this vision has swum into focus as companies have pivoted to a new model with remote working and a hybrid model at its core. In this session, Philip Ross will share how marginal ideas have become mainstream and share an overview of emerging trends and corporate real estate strategies that are shaping the world of work. What tools and strategies are organisations adopting to embrace the new normal?

09:45-10:15

### COMPLEXITY & CONTRADICTIONS IN WORKPLACE STRATEGY: BLURRING THE BOUNDARIES IN WORKPLACE DESIGN STRATEGY

Rob Bischoff, **Regional Director, Digital Experience Design, Gensler** / Arnold Craig Levin, **SW Regional Consulting Practice Leader, Gensler** / Representative from Large Southern California health care organization

The pandemic has accelerated both the digital transformation of organizations and the purpose of the physical workplace. Organizations are being increasingly challenged with developing strategies and purpose regarding how their physical workplace assets are used. Successful strategies involve creating 'moments' or experiences that serve both internal and external stakeholders. This presentation will explore how design strategies around customer service centres, fuelled by the digital experience, and considering shifts purpose, are transforming the role of an organization's corporate headquarters.

10:15-10:45

### EXPERT PANEL: WORK DISRUPTED

Moderator: Sara Escobar, **Founder and Chief Consultant, Wielding Workplace** / Scott Terry, **Western Region Area Vice President, IWG** / Jana Fain-Rossen, **Director Facilities & Workplace, Zwiift** / Tim Cowell, **Director of Space Planning and Design, University of Southern California** / Richard Smith, **Founder & CEO, Office Freedom**

The purpose of the office has changed. Hybrid Working is the term on everyone's lips but for many, big questions remain unanswered; How do you bring the workforce back into the office? and What should that office look like? Creating a truly effective workplace has always required a perfect balance between people, place and technology. Given this most recent and dramatic global shift in the way we work, how do we now best drive communication, motivation, engagement with the right facilities, tech, tools to work, think and collaborate.

10:45-11:15

### NETWORKING BREAK AND EXHIBITION

**THEME: THE CONNECTED WORKPLACE**

11:15-11:45

### WORKPLACE EXPERIENCE — EMPLOYEE VS EMPLOYER

Tomi Teikko, **Head and Founder of Empathic Building, Haltian**

Workplace experience is critical. We know being in the workplace builds productivity, teamwork, compassion, enables collaboration across silos and supports new employees. It overcomes many of the key challenges of isolation, problems with IT support and connectivity and balances home and work life. This session examines the digital tools that support and encourage better physical meetings and explores how we can offer high end-user experience while also delivering key data for employers seeking operational excellence.

# CONFERENCE AGENDA

THURSDAY DECEMBER 9TH

09:00- 17:00 PST

8:45- 9:15

VENUE: MG STUDIOS, 1319 W. 11TH ST, LOS ANGELES

11:45-12:15

## EXPERT PANEL: TECHNOLOGY TOOLS - REDEFINING THE FUTURE OF WORK

Moderator: Nina Desrocher, **Business Transformation & Client Engagement, Global Real Estate, IBM** / Patrick O'Neal, **Global Enterprise Account Manager, Biamp** / Valeria Sadovkyh, **Digital Transformation Delivery Lead, PwC** / Dominic Fortino, **VP of Sales, Smarten Spaces**

In the age of the “anywhere office”, technology will play a more vital role than ever. It is now crucial for businesses to understand how people are using workspaces and implement technologies that will keep teams connected, organized, safe and ultimately enhance their experience and productivity. Our experts will shed light on some of the key technology innovations that are transforming how people work

12:15-12:20

## INNOVATION PLATFORM WITH OFFICE FREEDOM

12:20-13:15

## NETWORKING LUNCH AND EXHIBITION

THEME: DESIGNING FOR INNOVATION

13:15-13:45

## DESIGNING FOR INNOVATION - SETTING THE GROUNDWORK FOR INNOVATION IN 2022 AND BEYOND

Omar Ramirez, **Founder, Affordances.**

Join us as Omar Ramirez takes us through lessons learned from 14 years at some of the most innovative companies in technology today. We'll take a look back and then look at how those lessons can be applied for designing for innovation in the future.

13:45-14:15

## DESIGNING THE FUTURE OF YOUR ONSITE AMENITY EXPERIENCE

Melanie Corey-Ferrini, **Consultant, Design, Strategy & Innovation, 4xi Global Consulting & Solutions**

Attracting and retaining tenants, and employees, transforming spaces into places where people choose to be, and magnetizing the physical work environment are all imperatives for building owners and employees today, and even more so into the future. Understanding how elevating onsite amenities and creating and connecting with a hospitality style experience can drive real value to your business.

14:15-14:45

## NETWORKING BREAK AND EXHIBITION

THEME: PEOPLE-CENTRIC WORKPLACE STRATEGIES

14:45-15:15

## SMART ENVIRONMENTS AND THEIR IMPACT ON A BIONIC COMPANY

Alison Marik Zeno, **Workplace Experience Specialist, Smart Environments Group, Digital BCG, BCG Platinion**

To make the most of the abundant opportunities in the digital age, companies must become bionic—they must weave together new technologies with human capabilities to power growth, innovation, efficiency, resilience, and advantage. These bionic companies will be purpose driven institutions of continuous learning. Attracting, retaining, and empowering the curious minds required to thrive in this environment will require a new approach to creating an effective workplace environment.

15:15-15:45

## CLOSING KEYNOTE: WORKPLACE IS CHANGING BECAUSE WORK IS CHANGING

Primo Orpilla, **Founder, Studio O+A**

When the pandemic forced companies around the world to shut their offices for months, Studio O+A knew their business model would have to change. For 30 years O+A has designed work environments for companies like Facebook, Microsoft, Nike, McDonald's—the list is long. O+A's co-founder and CEO Primo Orpilla immediately put his team to work researching, analyzing and designing what the post-pandemic workplace was going to be. Now as companies emerge from their long hibernation, O+A is ready to share its findings.

15:45-16:00

## CHAIRPERSON'S CLOSING REMARKS

Benjamin Dyett, **Partner, Deco Group**

16:00-16:45

## DRINKS RECEPTION

16:45

## CONFERENCE CLOSES