

# WORKTECH™ Berlin

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

## EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

VENUE: EDGE GRAND CENTRAL, BERLIN

WEDNESDAY 25TH MAY 2022

09:00 - 17:00

Sponsored by



Supported by



The AI Journal





# MEET THE SPEAKERS



WORKTECH22 Berlin is the conference 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 100+ senior professionals from real estate, facilities, HR, technology, executive management, architecture, design and professional advisors to listen to global thought leaders, further their knowledge and share best practise and expertise.

## KEY SPEAKERS INCLUDE:



**Jeremy Myerson**  
Director, WORKTECH Academy

WORKTECH ACADEMY



**Edith Albert-Denifl**  
Head of Central Administration & Facility Management, Scout24

Scout24



**Harry Morphakis**  
Senior Manager, Accenture

accenture



**Dirk Dittrich**  
Director Corporate Relations, Edge

EDGE



**Charlie Green**  
Co-Founder and Co-CEO, The Office Group

TOG  
THE OFFICE GROUP



**Timothy Ahrensbach**  
Head of Workplace Experience, LEGO Ways of Working

LEGO



**Dr. Claudia Viehweger**  
Chief Human Resources Officer, Scout24

Scout24



**Elizabeth Nelson,**  
Co-Founder and Head of Research & Innovation, Smart Building Certification

SMART BUILDING CERTIFICATION



**Jelena Drazic**  
Global Workplace Lead, Native Instruments

NI

# THE VENUE



Located next to Berlin Hauptbahnhof, EDGE Grand Central, winner of the Urban Land Institute Excellence Award, was certified as a DGNB Platinum building and will be delivered as the smartest and most innovative office building in Germany. Equipped with a state-of-the-art IP backbone, EDGE Grand Central aims to minimize energy usage and will connect everyone and everything wired in or wirelessly, making working lives easy and enjoyable.



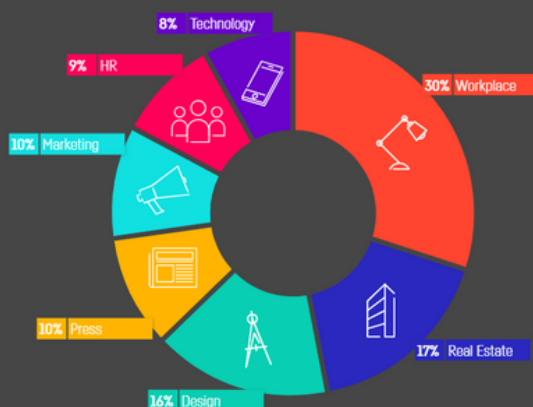
Developed around EDGE Technologies' 3 principles of clever spatial, functional and technical design, it delivers a dynamic environment where general office health is key. This is a place that inspires a real enjoyment of working within it, and where sustainability comes first. A development to attract top business talent, it will match the ambitions of any large or small companies looking to grow alongside their building.

EDGE Grand Central Berlin is adjacent to Berlin Hauptbahnhof, a transport hub of the city. So travel with us into an intuitive building using smart technology that puts the needs of its workforce first.

## GET INVOLVED AT WORKTECH22 BERLIN

There are limited opportunities within the agenda for commercial partners to deliver relevant thought-leadership messages to our global audience of senior workplace professionals. Please contact [partnerships@unwired.eu.com](mailto:partnerships@unwired.eu.com) for more information on being involved

### WHO ATTENDS



A great opportunity to jump start your brain to consider the future.  
GLOBAL MANAGER, REAL ESTATE  
OPERATIONS, MOTOROLA



Incredibly relevant to anyone that manages technology, real estate or people.

DELEGATE, COCA-COLA





# AGENDA

WEDNESDAY 25TH MAY 2022

09:00 - 18:00

VENUE: EDGE GRAND CENTRAL, BERLIN

## REGISTRATION & PRE-EVENT NETWORKING

9:00

### CHAIRPERSON'S OPENING REMARKS

Dr. Sandra Breuer, **Manager, Loop - Creating Spaces** & Matthew Myerson, **Development Director, WORKTECH Academy**

## THEME: FUTURE OF WORK IN WORLD CITIES

09:10

### 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.

09:40

### THE ROLE OF CITIZEN DEVELOPERS IN SHAPING THE FUTURE OF WORK

Harry Morphakis, **Senior Manager, Accenture**, Diulia Severgnini, **Digital Workplace Consultant, Accenture** and Justyna Wolczyk, **Digital Workplace Consultant, Accenture**.

The emergence of low code development technologies and their increasing adoption by organisations have led to the proliferation of citizen developers now able to build solutions and solve problems faster than ever before. The democratisation of development technology is ushering in a new wave of innovation and accelerating the future of work. This session explores how enabling everyone to build and develop contributes to a more innovative and inclusive workplace that empowers, fulfils and enables employees.

10:10

### FLEXIBLE FUTURES: THE FIVE PHASES OF GERMAN WORKPLACE DESIGN

Charlie Green, **Co-Founder and Co-CEO, The Office Group**, Jeremy Myerson, **Director, WORKTECH Academy** and Timothy Ahrensbach, **Head of Workplace Experience, LEGO**

In this session, we examine significant shifts in German workplace design over recent decades - extending from Bürolandschaft, the Combi-Office to Neue Arbeit and the rise of flexible space provision - and look ahead to how companies will navigate the future.

10:40

### INNOVATION PLATFORM

Myriam Locher, **CRO, Locatee**

10:45

## NETWORKING BREAK AND EXHIBITION

## THEME: POST PANDEMIC WORKPLACES

11:15

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

Matthew Myerson, **Development Director, WORKTECH Academy** and Thorsten Auinger, **DACH Lead, Vecos**

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.

11:45

### UNIPER CASE STUDY: PROJECT NEW NORMAL, DIGITALIZING THE OFFICE FOR EMPLOYEE EXPERIENCE

Patrick Müller, **Head of HSSE IT and Project leader of Digitalisation at UNIPER** and Peyman Blumstengel, **Director Business development in DACH, Haltian**

Uniper, a traditional German Energy company, shares insights on their approach to the new normal. Where they are in their journey, How Digitalisation and Smart Apps help them overcome obstacles and increase employee experience, How they make offices attractive and optimized from a Facility management perspective. In this Interview Uniper will share their challenges, learnings and plans for next steps.

## 12:15 **EDGE: THE NEW WAY OF WORKING**

Dirk Ditttrich, **Director Corporate Relations, Edge**, Edith Albert-Denifl, **Head of Central Administration & Facility Management, Scout24**

EDGE Grand Central, winner of the Urban Land Institute Excellence Award, was certified as a DGNB Platinum building and will be delivered as the smartest and most innovative office building in Germany. With four pillars of sustainability, wellbeing, technology and smart design, this session explores how EDGE & Scout24 has delivered a new way of working. In addition to the importance of a developer in enabling a corporate to move to new ways of working.

## 12:35 **BACK TO WORK: HOW EMPLOYEE WELLNESS AND OCCUPANCY INSIGHTS ARE SHAPING THE RETURN TO THE OFFICE IN THE NEW HYBRID WORLD**

Jonathan Wisler **CEO, EDGE Next**

Now you have a Smart Building, what's next? Leaders in the adoption of Hybrid Work technology will be the market leaders of the future. Find out how technology and insights help companies accelerate in the New Hybrid world. Hear about EDGE Amsterdam West, an eye-catching building, where history, technology, and modern architecture merge.

## 12:50 **NORNORM — THE NEW NORM FOR CIRCULAR AND ADAPTABLE WORKSPACES - INNOVATION PLATFORM**

Herman Knevel, **VP Global Partnerships, NorNorm**

The award winning subscription-based furnishing company is on a mission to make workspaces better by developing a circular business model entirely premised on eliminating unnecessary waste and friction. Learn how NORNORM is challenging the industry to think differently about how we both design and service the spaces in which we work. In times where commercial real estate and workplaces are rapidly changing and adapting new flexible models, NORNORM is stepping in, also at Edge Grand Central in Berlin.

## 12:55 **FARMIE - INNOVATION PLATFORM**

Ema Šimurda, **Founder and Managing Director, Good Bank & Farmie**

## 13:00 - 14:10 **NETWORKING LUNCH**

### THEME: WORKPLACE EXPERIENCE POST COVID-19 | LESSONS LEARNED

## 14:10 **LEGO: NEW HYBRID 'BEST OF BOTH' WORKING MODEL**

Timothy Ahrensbach, **Head of Workplace Experience, LEGO Ways of Working**

In Spring this year, the LEGO Group opened its newest flagship workspace LEGO Campus in Denmark. The 55,000 sq. m. global headquarters is the base for 2,000 LEGO employees and provides amazing hospitality services for visiting colleagues; like a 59-room employee hotel, a restaurant, a conference centre and an employee play space for community and team building. The building is inspired by the unique LEGO values of fun, imagination and creativity and is designed to support the LEGO Group's new hybrid working model, Best of Both. Tim shares the history and thoughts behind the space and reveals what's next for the LEGO group's workplace experience.

## 14:40 **HYBRID WORKING PITFALLS: HOW TO CREATE A FUTURE-PROOF WORKPLACE STRATEGY DRIVEN BY EMPLOYEE NEEDS**

Rowan de Bruin, **Smart Office Advisor, Mapiq**

In this session, we will address the modern pitfalls of hybrid working based on the latest Leesman report. While the post-pandemic shift toward hybrid workplaces has proven to be a major benefit for employers and employees, it also revealed unexpected risks for the overall workplace experience. Join us as we explore the common obstacles hybrid working imposes on the employee experience and the steps organizations can take to overcome them.

## 15:10 **CASE STUDY: SCOUT24: CREATING AUTHENTIC COMPANY CULTURE THAT TRANSCENDS THE OFFICE WALLS**

Edith Albert-Denifl, **Head of Central Administration & Facility Management** and Dr. Claudia Viehweger, **Chief Human Resources Officer, Scout24**

As we evolve our workstyles post pandemic to remote and hybrid working, amid the confluence of cloud, collaboration and connectivity, a new set of challenges has emerged for today's HR, IT and CRE leaders. How can business leaders create an authentic company culture that transcends the office walls? How is 'employee experience' on the list of digital transformation priorities? Scout24's Heads of CRE and HR share thoughts and learnings on how space and company culture at Scout influence each other in their new Headquarters.

# AGENDA

WEDNESDAY 25TH MAY 2022

VENUE: EDGE GRAND CENTRAL, BERLIN

09:00 - 18:00

15:40

## COFFEE BREAK

THEME: THE NEW WORLD OF WORK: CHALLENGES AND EMERGING TRENDS

16:05

### WORKPLACE 4.0 PANEL DEBATE: THE FUTURE OF CORPORATE REAL ESTATE IN GERMANY

Jelena Drazic, *Global Workplace Lead, Native Instruments*, Kristina Sharygina, *Head of Workplace Portfolio, Tier Mobility SE* & Peter Stueck, *Project Director, Gensler* & Evgeniya Waldner, *Workplace Community & Engagement Manager, Delivery Hero*

This panel explores the occupier and developer perspectives on the pandemic as a catalyst for re-shaping and re-thinking a new world of work. We examine what's on the horizon for the future, how should business leaders respond and what should they prioritise to prepare for the future.

16:35

### THE HEALTHY OFFICE REVOLUTION IS SMART

Elizabeth Nelson, *Co-Founder and Head of Research & Innovation, Smart Building Certification*

Today's modern and post pandemic society demands a flexible approach to work. Technology, sustainability, and employee empowerment are key drivers for this. Organisations need to future-proof themselves by leaning into current change, empowering their people and investing in both technology and sustainability. Elizabeth shares how Smarter solutions can help drive creativity from data to make our buildings more functional, sustainable, cost effective, healthier and collaborative for the people inside.

17:05

### CHAIRPERSON'S CLOSING REMARKS

17:15

## NETWORKING DRINKS

18:00

## END OF CONFERENCE