

WORKTECH™ Madrid

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

TWENTY YEARS OF
WORKTECH

20

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EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

WEDNESDAY NOVEMBER 15

ACCENTURE, CASTELLANA 85

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WORKTECH ACADEMY



Conference Producer,
WORKTECH Events

A warm welcome to WORKTECH23 Madrid

WORKTECH is the fastest growing forum for all those involved in the future of work and the workplace as well as real estate, technology and innovation.

Never before has the workplace, and the way we work been so high on the agenda for organisations. As we make the great return to the office, how can organisations build engaging workplace experiences and cultures for their people?

You are invited to join 100+ senior professionals from real estate, facilities, HR, technology, executive management, architecture, design and professional advisors to listen to global thought leaders, and share best practice and expertise.

The conference will be run in one stream, which means our delegates will get to attend every speaker presentation. We will also have a curated innovation exhibition happening in the breakout areas for attendees to meet with our education partners, complementing learning throughout the day, as well as two networking breaks, creating time for attendees to meet the other participants

We hope you will be able to join us and we are looking forward to welcoming you to the event on November 15th.

Warmest regards,
Sophie

CONTENTS



SPEAKERS



SESSSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS

WORKTECH23 Madrid 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 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

Alfonso de San Cristobal **Amadeus**
Cristina Mateo **IE School of Architecture and Design**
Denia Velasco **Accenture**
Didac Munoz **Accenture**
Enric Martín **ERCO**
Francisco Vázquez Medem **3g Smart Group**
Javier Ochoa **Accenture**
Jesus Torres **HR Directors Association in Spain**
Joaquina Garrido-Arroquia **IFMA Spain**
Jody Parra **3g office**
Jorge Gutiérrez **Spaceti**
Lara Fernandes **Cisco**
María Rosa Abeijón Giráldez **Nokia**
Mariano Jimenez **Acciona**
Mireya Juárez **HP**
Monica Soto **Studio MADD**
Natalia Melero **Bankinter**
Pablo Diego Rosell **Gallup**
Ramón Gil Mataix **Prosegur**
Rodrigo Canas **WSS**
Susana Quintás **IFMA Spain**



Pablo Diego Rosell, Gallup



Susana Quintás, IFMA Spain



Jesus Torres, HR Directors Association in Spain



Cristina Mateo, IE School of Architecture and Design



María Rosa Abeijón Giráldez, Nokia



Denia Velasco, Accenture



Francisco Vázquez Medem, 3g Smart Group



Mariano Jimenez, Acciona



Mireya Juárez, HP



Joaquina Garrido-Arroquia, IFMA Spain



SESSION HIGHLIGHTS

The future of work and the workplace is on everyone's agenda. This event brings thought leaders together to share cutting edge ideas on the future, from both a people, place, and technology perspective. It will allow an understanding of the key drivers of change and enablers of innovation that will shape how, where and when work takes place.

Key themes we will be discussing at this event include:

The New World of Work: Challenges & Emerging Trends

The pandemic has been a catalyst of re-shaping and re-thinking a new world of work. What's on the horizon for the future of work? How should business leaders respond and what should they prioritise in the months ahead?

Workplace Experience: Leadership and Culture in Hybrid Settings

How can companies make the office an attractive proposition to employees who now have more choice in where and how they work? We discuss the current impact on work, space, buildings and the effects on employee and company productivity, well-being, behaviour, and culture.

Spaces & Places: The Future of Madrid's Commercial Real Estate

How influential is real estate's role in the future of work? How it is responding to today and tomorrow's needs of business and employees; what are the implications for sustainability, inclusivity and wellbeing; how are new communities being formed and new spaces being revived and reimagined as destinations to live and work?

KEY THEMES

THE NEW WORLD OF WORK:
CHALLENGES & EMERGING TRENDS

WORKPLACE EXPERIENCE:
LEADERSHIP AND CULTURE IN
HYBRID SETTINGS

PEOPLE CENTRIC WORKPLACE
STRATEGIES



Expert Panel: Cross-Functional Approaches to the Workplace Experience

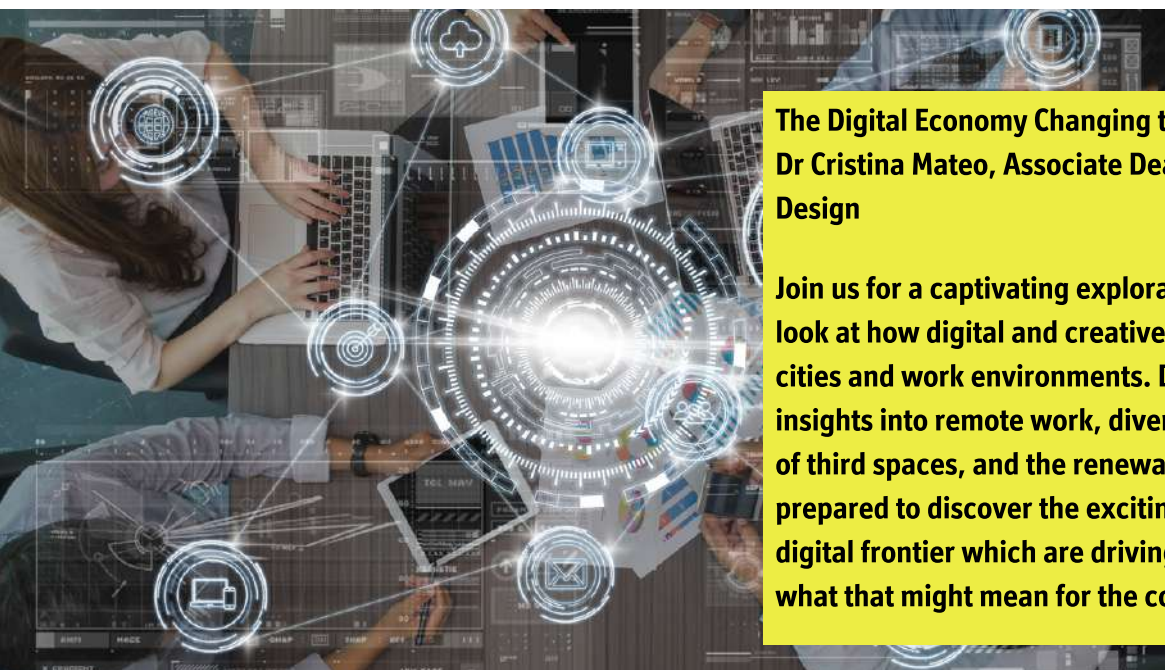
Francisco Vázquez Medem, President, 3G Smart Group, María Rosa Abeijón Giráldez, Real Estate Workplace Design and User Experience Lead, Nokia, Mónica Soto, Founder and Director, Studio MADD, Jesus Torres, CHRO Food Delivery Brands and President, HR Directors Association in Spain and Alfonso San Cristobal, Global People & Culture Business Partner, Amadeus

This session explores how best to create optimal environments for employees to do their work, examining how cross-functional approaches and human-centred designs can be leveraged to make the office and greater workplace ecosystem more purposeful. How do we measure what is great? How do we successfully work across corporate real estate (CRE), human resources (HR), and information technology (IT) to deliver it?

Unlocking Workplace Engagement in the Hybrid Work Era

Pablo Diego Rosell, Computational Social Scientist, Gallup

The pandemic and its aftershocks have changed the workplace and the workforce as we know it. One thing that's here to stay: Hybrid and remote work. In today's disrupted workplace, managers must adopt a fundamentally different approach to managing and developing their teams. In this session, Pablo will share Gallup's latest workplace research, insights and best practices on the demands of the era of hybrid work globally, in Europe and in Spain.



The Digital Economy Changing the Shape of Our Cities

Dr Cristina Mateo, Associate Dean, IE School of Architecture and Design

Join us for a captivating exploration of Madrid's future, as we look at how digital and creative industries are moulding our cities and work environments. Dr Cristina Mateo will share insights into remote work, diverse workforces, the emergence of third spaces, and the renewal of community connections. Be prepared to discover the exciting new business models of the digital frontier which are driving urban transformations, and what that might mean for the commercial future of Madrid.

Please be advised that this event will only have presentations in Spanish

09:00 CONFERENCE OPENS

09:00 REGISTRATION AND PRE EVENT NETWORKING

THE NEW WORLD OF WORK: CHALLENGES & EMERGING TRENDS

The pandemic has been a catalyst of re-shaping and re-thinking a new world of work. We examine what's on the horizon for the future of work, looking at how business leaders should respond and what should they prioritise in the months ahead?

09:30 WELCOME TO WORKTECH MADRID

SPANISH

Francisco Vázquez Medem, *President, 3G Smart Group*



09:40 WELCOME TO ACCENTURE

SPANISH

Didac Muñoz, *Workplace and Technology Services Lead Iberia (Spain, Portugal and Israel), Accenture*



09:45 UNLOCKING WORKPLACE ENGAGEMENT IN THE HYBRID WORK ERA

SPANISH

Pablo Diego Rosell, *Computational Social Scientist, Gallup*



The pandemic and its aftershocks have changed the workplace and the workforce as we know it. One thing that's here to stay: Hybrid and remote work. In today's disrupted workplace, managers must adopt a fundamentally different approach to managing and developing their teams. In this session, Pablo will share Gallup's latest workplace research, insights and best practices on the demands of the era of hybrid work globally, in Europe and in Spain.

10:10 WHAT IS THE ROLE OF "THE OFFICE" IN THE FUTURE OF WORK?

SPANISH

Mireya Juárez, *Head of EMEA Workplace Strategy, HP*



The question has been circulated since the first week of the pandemic, and the use of new technologies has been an unstoppable challenge for the last couple of decades. An Experience Economy has driven the markets since the internet democratization, and with new codes for remote relationships, we can work and collaborate from anywhere, and still managing to be efficient and productive. With this in mind, we ask: What will the function of the office look like in 2030-2040? Will office be needed? What will be the value of an office to an organisation? Do we really need to model our portfolio based on desks per SQM? What are we talking about?

10:40 EVOLVING THE WORKPLACE DESIGN PROCESS - MOVING BEYOND ABW

SPANISH

Jody Parra, *Chief Global Innovation & Consultancy Officer, 3g office*



In this talk, we will delve into the methodology and key strategies behind the design process of the corporate spaces post pandemic. We will explore how structured participatory processes activate the collective intelligence and creativity of the organisation. Through inspiring case studies such as KPMG, ABB, Triodos Bank, Google and Laboral Kutxa, we will highlight the importance of taking a holistic approach that integrates organisational design variables, work methodologies, and corporate culture. We will illustrate how the built environment can serve as the primary lever for behavioural change and organisational transformation. Join us to discover how workspace design can drive well-being, engagement, productivity, and business growth.

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11:10 NETWORKING AND COFFEE BREAK

WORKPLACE EXPERIENCE: LEADERSHIP AND CULTURE IN HYBRID SETTINGS

How can companies make the office an attractive proposition to employees who now have more choice in where and how they work? We discuss the current impact on work, space, buildings and the effects on employee and company productivity, well-being, behaviour, and culture.

11:50 THE FUTURE OF WORK AT ACCENTURE

SPANISH

Denia Velasco, **Technology & Business Transformation MD** and Javier Ochoa, **Transformation Director, Accenture**



Denia and Javier share how the Transformation team at Accenture is reinventing the hybrid workplace experience to guarantee business continuity and unlock unprecedented 360 value across the 3 pillars of People, Technology and Spaces:

- Understand why the fabric of the new workplace is the people experience.
- Learn how physical spaces can be realigned to allow a more flexible working future.
- Explore the technologies enabling the worker and the workspace of the future.

12:15 EXPERT PANEL: CROSS-FUNCTIONAL APPROACHES TO THE WORKPLACE EXPERIENCE

SPANISH

Francisco Vázquez Medem, **President, 3G Smart Group**, María Rosa Abeijón Giráldez, **Real Estate Workplace Design and User Experience Lead, Nokia**, Mónica Soto, **Founder and Director, Studio MADD** and Jesus Torres, **CHRO Food Delivery Brands and President, HR Directors Association in Spain**, and Alfonso de San Cristobal, **HR Director Global BP, Amadeus**

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12:55 THE SUSTAINABLE OFFICE AS AN EPICENTRE OF INNOVATION AND WELL-BEING

SPANISH

Joaquina Garrido-Arroquia, **Member of the Board of Directors leading the Workplace and People and Susana Quintás, Director of the Sustainability Comission, IFMA Spain**

IFMA's Susana and Joaquina discuss the radical transformation in the concept of the office, its role in sustainability, talent attraction, and retention, and how Facility Management can lead this change.

- Learn what a sustainable office is and its important to you, whether landlord, tenant or corporate
- Understand how to use disruptive tech in your workplace to drive ESG
- Redefine your holistic approach to the future of workplace



13:25 FLEXIBLE AND RESPONSIVE LIGHTING FOR WORKPLACE WELL-BEING

SPANISH

Enric Martín, **Director General, ERCO**

Enlightening the Future of Work: Human-Centric Lighting Solutions



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13:30 NETWORKING AND LUNCH BREAK

SPACES & PLACES: THE FUTURE OF MADRID'S COMMERCIAL REAL ESTATE

How influential is real estate's role in the future of work? How it is responding to today and tomorrow's needs of business and employees; what are the implications for sustainability, inclusivity and wellbeing; how are new communities being formed and new spaces being revived and reimagined as destinations to live and work?

14:30 EXPERT PANEL: EMERGING TECH RESHAPING THE WAY WE WORK

SPANISH

Francisco Vázquez Medem, **President**, 3G Smart Group, Lara Fernandes, **Hybrid Work Lead**, Cisco and other speakers to be announced.



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 expert panel shares how some of the largest and most innovative global companies revolutionise how they use technology and how they attract and retain talent.

15:05 THE MUSIC STATION: THE FIRST CREATIVE HUB IN THE MUSIC WORLD

SPANISH

Rodrigo Canas, **Co-Founder**, WSS and Jorge Gutiérrez, **Technical Sales Executive**, Spaceti



Príncipe Pío train station is now home to the first creative hub in the music world: The Music Station. WSS and Spaceti have restored the facilities of an old railway station and transformed it into a 10,000 m2 space dedicated to music and the performing arts. The client, Warner Music Spain, wanted to see a change from the traditional workspace concept: there are no traditional offices or meeting rooms, but instead dynamic facilities that promote creativity and are available to the company's employees, songwriters, and artists. The Music Station has been designed to meet the creative and technical needs of professionals in the music sector and those of the staff members of Warner Music Spain. In this dynamic session, learn how WSS and Spaceti worked with Warner Music Spain to complete this remarkable workplace transformation.

15:25 EXPERT PANEL: REDEFINING THE OFFICE PURPOSE: NAVIGATING REAL ESTATE & RETURN-TO-OFFICE DYNAMICS

SPANISH

Francisco Vázquez Medem, **President**, 3G Smart Group, Mariano Jimenez, **Director of Real Estate and Services**, Acciona, Ramón Gil Mataix, **Director of Global Real Estate**, Prosegur and Natalia Melero, **Head of Real State and Facility Services**, Bankinter



This panel brings together Spain's leading tenants to unravel the complexities of real estate's role in the future of work:

- How are return-to-office drives re-shaping the workspace landscape?
- How can we cater to the changing needs and expectations of the modern workforce?
- How can smart technologies optimize office spaces for energy efficiency, cost savings, and environmental stewardship?
- What new opportunities will arise for the future of work and Spanish real estate?

ACCENTURE, CASTELLANA 85

Please be advised that this event will only have presentations in Spanish

16:00 THE DIGITAL ECONOMY CHANGING THE SHAPE OF OUR CITIES

SPANISH

Dr Cristina Mateo, Associate Dean, IE
School of Architecture and Design



Join us for a captivating exploration of Madrid's future, as we look at how digital and creative industries are moulding our cities and work environments. Dr Cristina Mateo will share insights into remote work, diverse workforces, the emergence of third spaces, and the renewal of community connections. Be prepared to discover the exciting new business models of the digital frontier which are driving urban transformations, and what that might mean for the commercial future of Madrid.

16:25 CHAIRPERSONS CLOSING REMARKS

SPANISH

Francisco Vazquez Medem, President, 3G Smart Group



16:30 CONFERENCE CLOSES

CONFERENCE VENUE



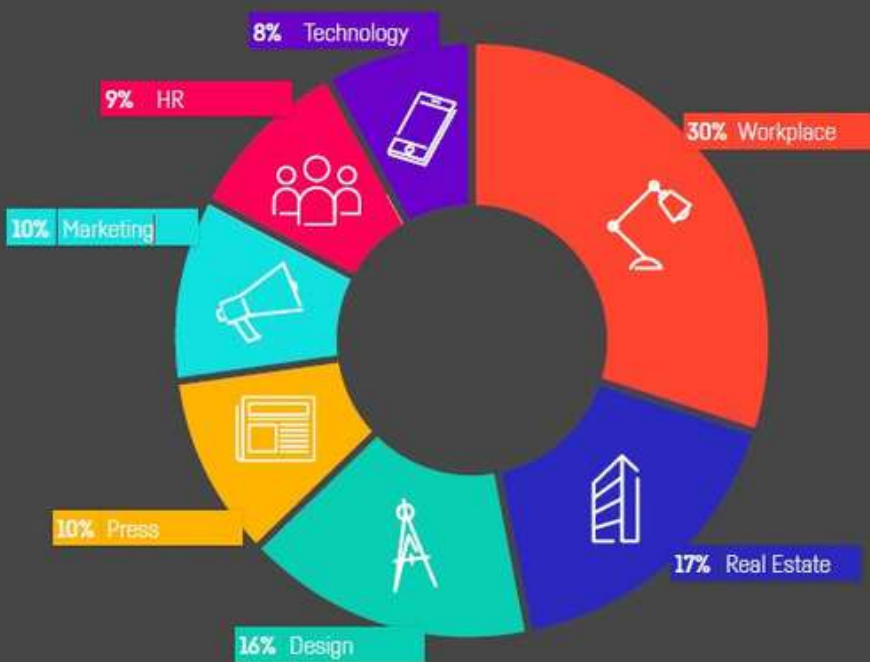
Accenture, Castellana 85

Hybrid spaces, humanization of work, new forms of relationships with stakeholders, sustainability as a new paradigm... The office has ceased to be solely a place for work or meetings, to become a space full of opportunities to innovate, relate or live memorable experiences.

This is how Castellana 85 was conceived.

A new experiential, versatile and empathetic space, developed thanks to the perfect fusion of technology and human ingenuity. More than 9,000 square meters located in the financial heart of Madrid, designed so that their professionals can collaborate, train or integrate with other teams, while they open the doors to the inspiration of clients and visitors.

WHO ATTENDS



Worktech's unique & engaging format supports decision makers that have a genuine interest in making the workspace a better place.

HEAD OF NIMWAY, SONY EUROPE



Really a diverse set of perspectives on critical topics in the real data and workplace disciplines. Extremely thought-provoking.

WORKPLACE EXPERIENCE MANAGER, ATLISSIAN



BOOK NOW

www.worktechevents.com/events/worktech23-madrid/

KEY INFORMATION

Date

When: Wednesday November 15th 2023

Where: Accenture Castellana 85, Madrid

How to book:

Visit: www.worktechevents.com/events/worktech23-madrid/

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, logo exposure for your organisation, and more!

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:

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