

WORKTECH™ Paris

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

CISCO SYSTEMS FRANCE HEADQUARTERS, PARIS

THURSDAY 4TH APRIL

08:30 - 15:45

HOST PARTNER



BRONZE SPONSOR



SUPPORTED BY



WORKTECH ACADEMY





Conference Producer,
WORKTECH Events

A warm welcome to WORKTECH24 Paris

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

This exciting event will feature an insightful program of peer-to-peer discussions and thought leadership sessions with workplace visionaries, exploring the changing landscape of work and the purpose of the workplace.

Our agenda will explore transformative shifts in work culture, technology integration, and employee expectations. Join us to gain perspectives from industry leaders and thought pioneers, on the evolving world of work in 2024. Secure your spot now and be part of the conversation defining the future workplace!

Warmest Regards,

Sophie

CONTENTS



SPEAKERS



SESSIONS



CONFERENCE AGENDA



VENUE



WHO ATTENDS



KEY INFORMATION

MEET THE SPEAKERS



WORKTECH24 Paris 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

Christine Bertolus **Cisco**
Bruno Caille **Cisco**
Olivier Dubuisson **Rythmik**
Laurent Dumoulin **Rythmik**
Anthony Garcia **Semaine de Quatre Jours**
Camille Lapasset-Georgen **Sanofi**
Xavier Marceau **M Advisory**
Emilie Martin **Pernod Ricard**
Philippe Paré **Gensler**
Philippe du Payrat **Semaine de Quatre Jours**
Daniel Prado **AECOM**
Olivier Riquard **AXA**
Serena Rossi **Oracle**
Rafaëlle Stavisky **Swapcard**
Audrey Zaimèche **M Moser Associates**



Emilie Martin, Pernod Ricard



Olivier Dubuisson, Rythmik



Rafaëlle Stavisky, Swapcard



Anthony Garcia, Semaine de Quatre Jours



Philippe Paré, Gensler



Audrey Zaimèche, M Moser Associates

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

THE NEW WORLD OF WORK:
CHALLENGES & EMERGING TRENDS

DATA-DRIVEN WORKPLACE
STRATEGIES AND
TRANSFORMATIONS

WORKPLACE EXPERIENCE

THE FUTURE OF WORLD CITIES:
REGENERATION AND REVIVAL

Key themes we will be discussing at this event include:

The New World of Work: Challenges and 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?

Date-Driven Workplace Strategies and Transformations

Is your organisation using the right tools and metrics to influence innovations in workplace strategy? We explore how identifying and utilising the most pertinent data sets can help take actions which result in more productive, engaged and motivated team members. Hear examples of data-driven cultures as well as new technologies and innovations helping leading organisations deliver best workplace practice in Paris as well as further afield.

Workplace Experience

Companies are accelerating plans to invest in new technology, create flexible working environments and make the office a destination. We will examine the latest workplace technologies and innovations that will support workplace experience and the built environment in 2024 and beyond.

The Future World Cities: Regeneration and Revival

Unique perspectives on how the city of Paris is evolving in terms of buildings and place; 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; what new ideas & opportunities will arise for the future of work.



Redefining Productivity: Generative AI's Transformation of the Modern Workplace

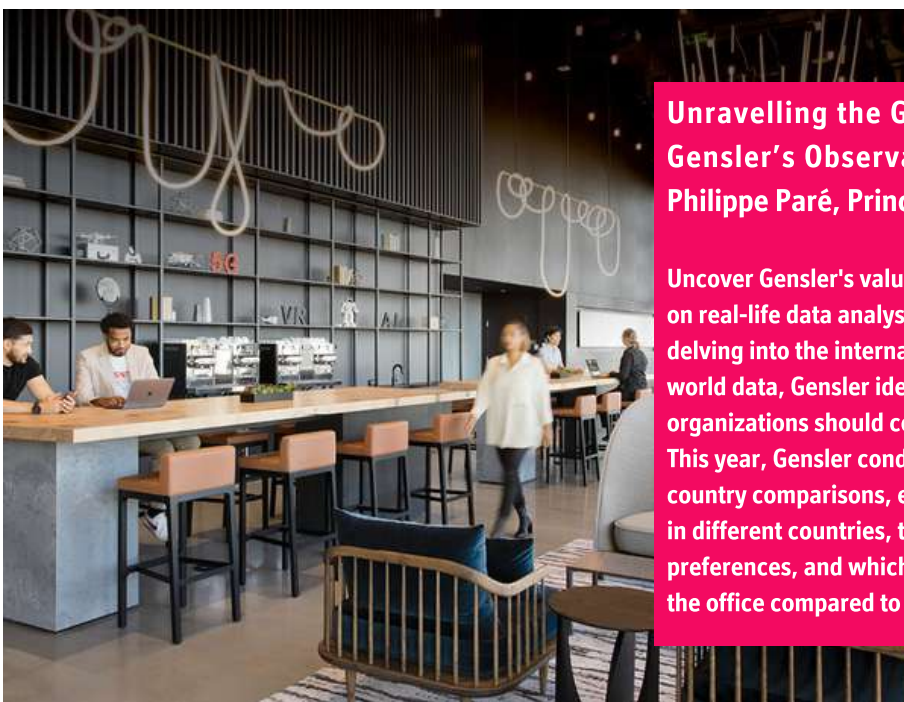
Olivier Dubuisson, Chairman & Co-Founder, Rythmik

The dawn of Generative AI is not just reshaping our workplaces; it's challenging our perspectives on productivity and collaboration. Olivier Dubuisson, renowned for his expertise in the field, presents groundbreaking research insights on the transformative power of AI. Dive deep into Olivier's recent interactions with EU politicians spearheading the EU AI Act, and explore the potential implications and opportunities that lie ahead for the European Union and its industries.

Unlocking the Power of the 4 Day Week

Philippe du Payrat Co-founder, Semaine de Quatre Jours

Join us as we delve into the transformative 4 day week global movement. With 92% successful trials across various sectors and geographies, it's not just a trend; it's a game-changer. Discover how post-covid changes proved increased productivity without sacrificing work-life balance. Explore the demands for equality, environmental responsibility, and the rise of Gen Z's unique perspective on work. Additionally, we'll delve into the impact of AI adoption on workforce dynamics. Are 300 million jobs at risk? How can employers today futureproof their workforce and ensure a more efficient future?



Unravelling the Global Workplace: Deep dive into Gensler's Observations and Insights

Philippe Paré, Principal, Managing Director, Gensler France

Uncover Gensler's valuable insights and first-hand success stories, all based on real-life data analysis. Annually, Gensler releases an in-depth report delving into the internal dynamics of the workplace. Drawing from real-world data, Gensler identifies emerging trends and common features that organizations should consider incorporating into their work environments. This year, Gensler conducted a comprehensive analysis that involved cross-country comparisons, exploring various aspects, such as the working habits in different countries, the influence of specific industries on workplace preferences, and which countries exhibit a greater willingness to return to the office compared to others.

Please note that this event will only have presentations in French

08:30 CONFERENCE OPENS

09:00 CHAIRPERSON'S WELCOME ADDRESS

Audrey Zaimeche, **Senior Associate, Workplace Strategy, M Moser Associates**



THEME: 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?

09:15 REDEFINING PRODUCTIVITY: GENERATIVE AI'S TRANSFORMATION OF THE MODERN WORKPLACE

Oliver Dubuisson, **Chairman & Co-Founder, Rythmik**



The dawn of Generative AI is not just reshaping our workplaces; it's challenging our perspectives on productivity and collaboration. Olivier Dubuisson, renowned for his expertise in the field, presents ground-breaking research insights on the transformative power of AI. Dive deep into Olivier's recent interactions with EU politicians spearheading the EU AI Act, and explore the potential implications and opportunities that lie ahead for the European Union and its industries.

09:45 UNRAVELLING THE GLOBAL WORKPLACE: DEEP DIVE INTO GENSLER'S OBSERVATIONS AND INSIGHTS

Philippe Paré, **Principal, Managing Director, Gensler France**

Gensler



Uncover Gensler's valuable insights and first-hand success stories, all based on real-life data analysis. Annually, Gensler releases an in-depth report delving into the internal dynamics of the workplace. Drawing from real-world data, Gensler identifies emerging trends and common features that organizations should consider incorporating into their work environments. This year, Gensler conducted a comprehensive analysis that involved cross-country comparisons, exploring various aspects, such as the working habits in different countries, the influence of specific industries on workplace preferences, and which countries exhibit a greater willingness to return to the office compared to others.

10:15 COFFEE & NETWORKING BREAK

10:45 WELCOME BACK

THEME: DATA-DRIVEN WORKPLACE STRATEGIES AND TRANSFORMATIONS

Is your organisation using the right tools and metrics to influence innovations in workplace strategy? We explore how identifying and utilising the most pertinent data sets can help take actions which result in more productive, engaged and motivated team members. Hear examples of data-driven cultures as well as new technologies and innovations helping leading organisations deliver best workplace practice in Paris as well as further afield.

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10:45 CREATING A COMMUNITY CONNECTION: THREE INNOVATIVE CASE STUDIES FOR A UNIQUE & SUSTAINABLE EXPERIENCE

Jean-Philippe Cordina, **Partner & Executive Creative Director, Saguez + Partners** & Emilie Martin, **The Island Internal Communication Project Manager, Pernod Ricard**

How can we design unique, experiential, and engaging workplaces that are tailored to the individual client and their purpose? How can we activate a community of collaborators through future-proof workplace designs? Join Saguez & Partners as they take us on a journey through 3 case studies: Pernod Ricard, Sanofi, and BCG.



11:15 UNLOCKING THE POWER OF THE 4 DAY WEEK

Philippe Du Payrat, **Co-founder, Semaine de Quatre Jours**



Join us as we delve into the transformative 4 day week global movement. With 92% successful trials across various sectors and geographies, it's not just a trend; it's a game-changer. Discover how post-covid changes proved increased productivity without sacrificing work-life balance. Explore the demands for equality, environmental responsibility, and the rise of Gen Z's unique perspective on work.

Additionally, we'll delve into the impact of AI adoption on workforce dynamics. Are 300 million jobs at risk? How can employers today futureproof their workforce and ensure a brighter, more efficient future?

11:45 EXPERT PANEL: RETHINKING WORK-LIFE BALANCE: PRODUCTIVITY AND WELL-BEING IN THE MODERN WORKPLACE

Audrey Zaimeche, **Senior Associate, Workplace Strategy, M Moser Associates**, Olivier Riquard, **Head of Support Services and Facilities, AXA**, Anthony Garcia, **Co-founder, Semaine de Quatre Jours**, Laurent Dumoulin, **COO & Hybrid Working Lead, Rhythmik**, Rafaëlle Stavisky, **Head of Culture, Swapcard**

In this thought-provoking panel discussion, industry experts explore two fundamental questions shaping the future of work: Can we work less? Can we have better employees and employers? Through insightful dialogue, the panel examines the possibilities of achieving work-life balance, reducing the emphasis on long work hours, and fostering healthier relationships between employees and employers. Join us as we delve into innovative strategies, flexible work arrangements, and cultural shifts that prioritize well-being while maintaining productivity in today's dynamic work environments.

M MOSER ASSOCIATES 
CREATING WORKPLACES FOR GLOBAL BUSINESS



JOURS
PASSÉ À LA SEMAINE DE 4 JOURS

Rythmik

swapcard

12:30 LUNCH & NETWORKING BREAK

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12:30 EXCLUSIVE TOUR: CISCO WORKPLACE AND CUSTOMER EXPERIENCE CENTRE

Stretch your legs and come on a two-part tour of our host's space, before getting a coffee back at the expo. During this guided tour you will have the opportunity to see both the CXC (Customer Experience Centre) and the Cisco workspace itself – an excellent showcase of Cisco's vision of what hybrid work should look like.

This is your opportunity to walk, talk, and ask the team any questions you have about how Cisco is implementing achieving success in “retrofitting smart”, as well as their results they are seeing in operational efficiency and energy savings.



13:30 WELCOME BACK

THEME: WORKPLACE EXPERIENCE

Companies are accelerating plans to invest in new technology, create flexible working environments and make the office a destination. We will examine the latest workplace technologies and innovations that will support workplace experience and the built environment in 2023 and beyond.

13:30 A MAGNET, NOT A MANDATE: THE OFFICE AS AN EXTENSION OF COMPANY CULTURE

Bruno Caille, **Chief Technology Officer & Head of Specialists Org France, Cisco**



Cisco is regularly voted as one of the top organisations to work for by its employees, but has always embraced a remote working culture. In this session, Cisco discusses their ongoing project to retrofit their own offices globally to create spaces which reflect the company's core values. We share the learnings from implementing these workplace strategies and the success achieved in “retrofitting smart” to older buildings, the outcomes in workplace experience, operational efficiency and energy savings – and how organisations need to avoid siloed thinking amongst real estate, workplace and IT departments in order to deliver similar outcomes.

14:00 EXPERT PANEL: EMERGING TECH RESHAPING THE WAY WE WORK

Audrey Zaimeche, **Senior Associate, Workplace Strategy, M Moser Associates**, Christine Bertolus, **Head of Collaboration Market, Cisco**, Serena Rossi, **Real Estate & Facilities Project Manager, Oracle**



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.

THEME: THE FUTURE OF PARIS: REGENERATION AND REVIVAL

Unique perspectives on how the city of Paris is evolving in terms of buildings and place; 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; what new ideas & opportunities will arise for the future of work.

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14:35 FUTURE OF WORK: WHAT'S NEXT?

Daniel Prado, **Directeur Principal,**
AECOM



The way how we work and relate to the built environment has never stopped evolving but this has never been more real than now. The way how we work, where we work, the digitization of work, new expectations from work, work life balance among many other have created a complete new set of goals and workplace ambitions. Join Daniel as he outlines what organisations should be doing to future-proof their offices.

15:00 URBAN TRANSFORMATIONS: SHAPING PARIS' BUILT ENVIRONMENT AND WORKPLACES

Audrey Zaimeche, **Senior Associate,**
Workplace Strategy, M Moser Associates, Camille Lapasset-Georgen,
Director of Site Real Estate and
Workplace Experience, Sanofi , Xavier
Marceau, **Global Real Estate CMA CGM**
& **Founder, M Advisory**



This session brings together leading real estate professionals and workplace strategy pioneers as they unravel the evolution of buildings and spaces in the city of Paris. We will explore how the region is adapting to the ever-changing needs of businesses and employees, embracing the challenges of today and tomorrow. Discover the birth of new communities and the resurgence of reimagined spaces, engage with visionary thinkers, and uncover exciting new ideas and opportunities that are shaping the future of work.

15:35 CHAIRPERSON'S CLOSING REMARKS

Audrey Zaimeche, **Senior Associate, Workplace Strategy, M Moser Associates**



15:45 CONFERENCE CLOSES

WORKPLACE TOURS

As a delegate, you will have the opportunity to benefit from an exclusive behind-the-scenes experience in two of the most innovative workplaces in Paris.

Please note that places on these exclusive tours are extremely limited, subject to availability and reserved exclusively for registered conference delegates.

PERNOD RICARD | THE ISLAND



A French success story, Pernod Ricard is today the world number two in wines and spirits thanks to preserved know-how and a portfolio of major brands: Absolut, Ballantine's, Jameson, Malibu, Mumm and Perrier-Jouët champagnes, Martell cognac, the typically French aperitifs Ricard, Pastis 51, Lillet, Suze... to name but a few.

SANOFI | LAB 157



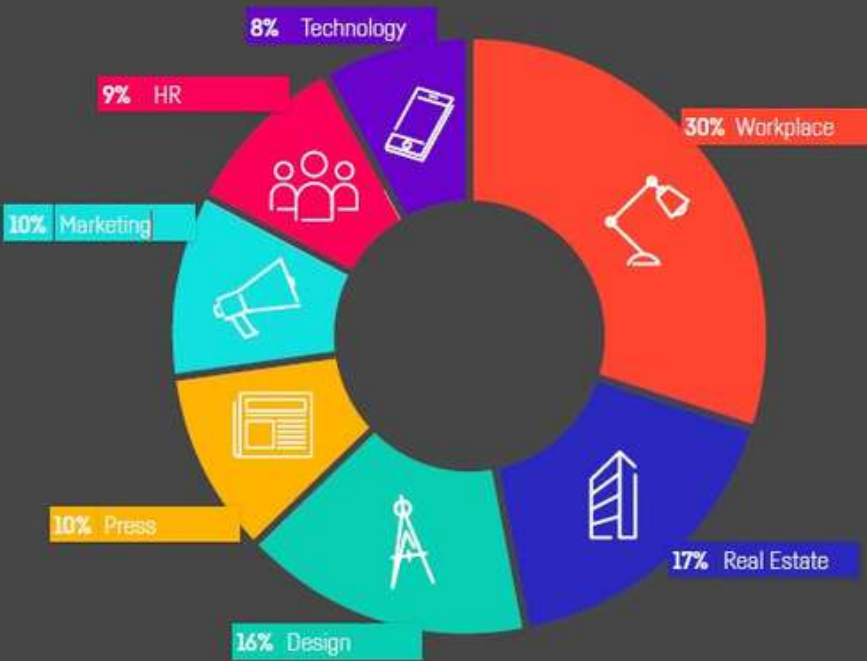
In Neuilly-sur-Seine, Sanofi Consumer Healthcare employees have moved into their new headquarters, called Lab 157. A new 6,700 m2 playground that rethinks the collective human experience, around health and well-being. Acoustic qualities, lighting, air quality, natural light, fluidity of circulation, ergonomics... The principles of good architecture are there.

CISCO HQ



The future of work is coming to life in Cisco's latest collaboration center in Paris. Moving from a traditional suburban office setting to the central business district, adjacent to the Arc de Triomphe, Cisco's new headquarters represents a significant investment in central Paris real estate and the modernization of historic architecture. This location meets strategic objectives around sustainability, accessibility, innovation, conscious design and desirability, truly exemplifying a building that is 'worth the trip'.

WHO ATTENDS



It was a brilliant event; there is not often sessions with like-minded people all discussing the diverse aspects of work from all angles, from such a broad/diverse range of people.

WORKTECH DELEGATE, UNICEF



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

WORKTECH DELEGATE, BANK OF MONTREAL



BOOK NOW

www.worktechevents.com/events/worktech24-paris/

KEY INFORMATION

Date:

When: Thursday 4th April

Where: Cisco, Paris

How to book:

Visit: www.worktechevents.com/events/worktech24-paris/

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:

kirsty.darlington@worktechevents.co.uk



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