

# WORKTECH™ Seattle

WORK / WORKPLACE / TECHNOLOGY / INNOVATION

# EXPLORE THE FUTURE OF WORK AND THE WORKPLACE

QUALTRICS TOWER, 1201 2ND AVE, SEATTLE

THURSDAY, NOVEMBER 7TH 2024

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Samantha Cullum

Conference Producer,  
WORKTECH Events

## A warm welcome to WORKTECH24 Seattle

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 three 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 7th.

Warmest regards,  
Samantha

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**SPEAKERS**



**SESSIONS**



**CONFERENCE AGENDA**



**VENUE**



**WHO ATTENDS**



**KEY INFORMATION**

# MEET THE SPEAKERS

Technology  
thing is measured and optimized, efficient and  
ible and transparent.



WORKTECH24 Seattle 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](http://www.worktechacademy.com)

## Full list of speakers

Kelly Bacon **AECOM**  
Michelle Caldwell **Synozur Alliance**  
Katie Carlson **Brooks Running**  
Steve Cribbs **Amazon**  
Merelle Douglas **Qualtrics**  
Dr. Benjamin Granger **Qualtrics**  
Darwen Hinton **IA Interior Architects**  
Tatum Lau **AECOM**  
Sal Leone **T-Mobile**  
Christina McFadden **T-Mobile**  
Ryan Mullenix **NBBJ**  
Lucy Norris **Lucy Norris Consulting**  
Daniel W. Rasmus **Serious Insights**  
Stephanie Restrepo **Block**  
Audrey Robinson **IA Interior Architects**  
Michelle Rotherham **CannonDesign**  
Brennan Veys **T-Mobile**  
Michael Villegas **IA Interior Architects**  
Michael Watson **Eightfold**  
Marc Weigum **Cumming Group**

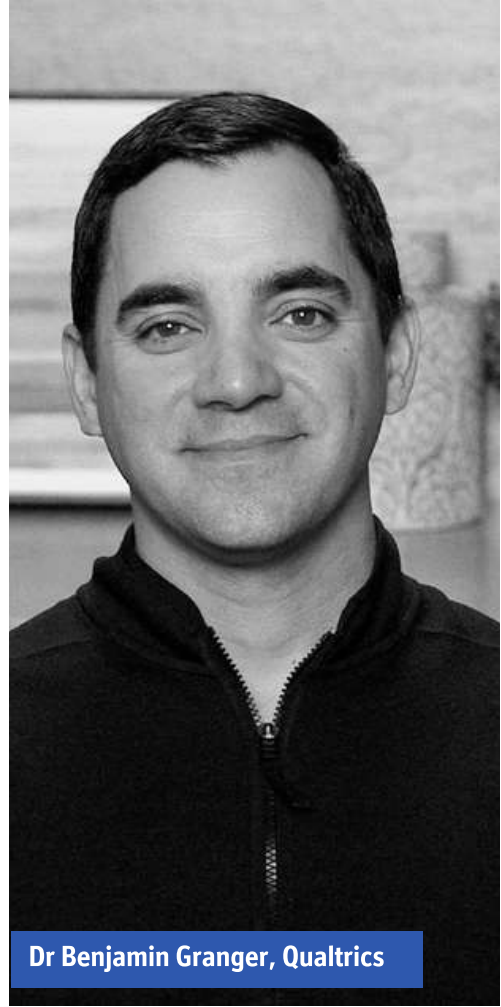




**Brennan Veys, T-Mobile**



**Katie Carlson, Brooks Running**



**Dr Benjamin Granger, Qualtrics**



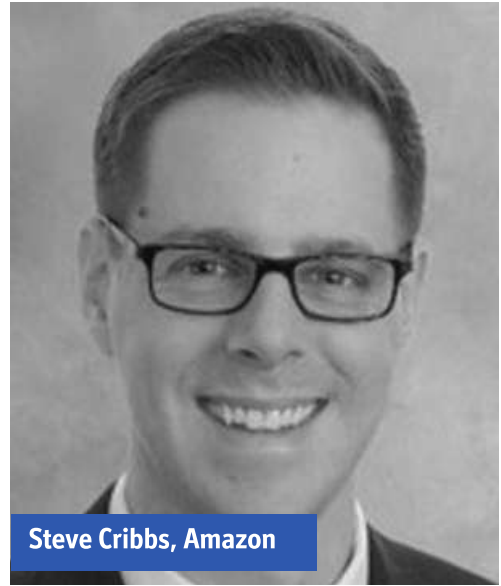
**Tatum Lau, AECOM**



**Daniel W. Rasmus, Serious Insights**



**Christina McFadden, T-Mobile**



**Steve Cribbs, Amazon**



**Stephanie Restrepo, Block**



**Darwen Hinton, IA Interior Architects**



**Kelly Bacon, AECOM**



## The Four Scenarios of AI and the Future of Work

Daniel W. Rasmus, Author, Founder & Principal, Serious Insights and Affiliate Instructor, University of Washington

Daniel W. Rasmus will present possible futures for AI through his set of Future of Work scenarios. Dan will briefly introduce scenario planning and share several uncertainties that will drive the future of work. AI's rapid development, unknown impact on people and work, and emergent regulatory frameworks make forecasting its future impossible. AI will undoubtedly have a future, but the specific character and attributes of that future are unknown. Scenarios explore possible outcomes and interactions—they create a canvas upon which to explore how AI could change our work and lives and how we will shape what it becomes.

## Attendance, Employee Engagement & Offices: A Virtuous Cycle

Brennan Veys, Director, Corporate Real Estate Strategy & Future of Work, T-Mobile / Christina McFadden, Senior Manager, Portfolio Strategy & Workplace Design, T-Mobile / Sal Leone, Ph.D., Senior Consultant, People Science, T-Mobile

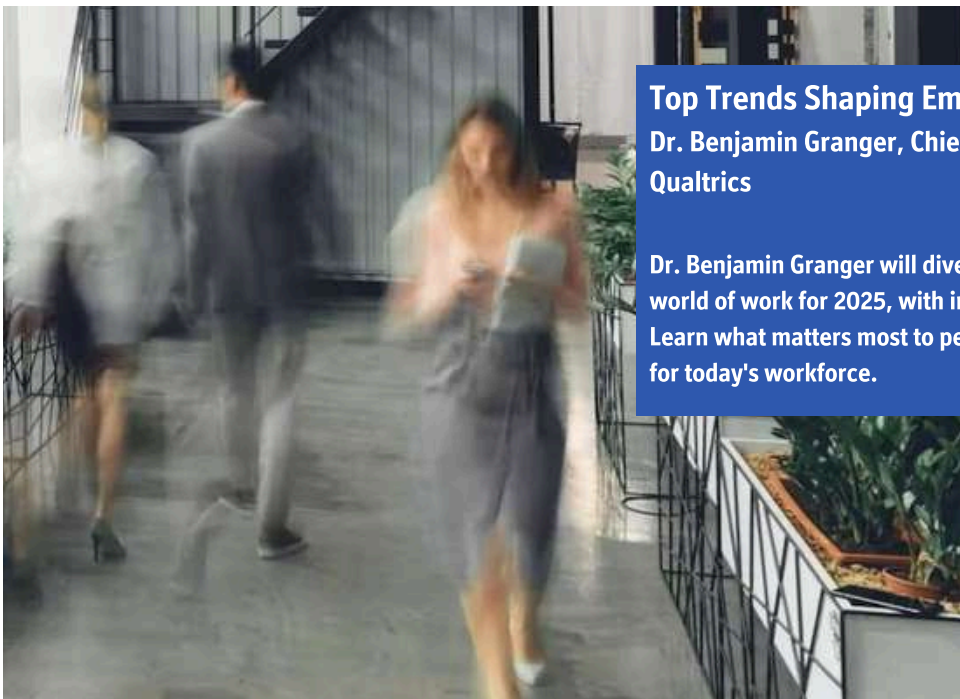
At T-Mobile, the Human Resources & Workplace Experience team recently studied the relationship between employees' attendance, engagement scores, and office environments. Their findings may not surprise you, but they do shed light on key questions related to office attendance expectations and amenity offerings. The speakers will share the results of their research and delve into T-Mobile's workplace design and programming philosophy.



## Top Trends Shaping Employee Experience in 2025

Dr. Benjamin Granger, Chief Workplace Psychologist, XM Institute, Qualtrics

Dr. Benjamin Granger will dive into the top trends shaping and reshaping the world of work for 2025, with insights from 30,000+ employees worldwide. Learn what matters most to people and how to design employee experiences for today's workforce.





## 8:30 AM | CONFERENCE OPENS - REGISTRATION & PRE-EVENT NETWORKING

## 9:00 AM | CHAIRPERSON'S OPENING REMARKS

Marc Weigum, **Senior Director, Cumming Group**



## 9:10 AM | QUALTRICS WELCOME ADDRESS

Merelle Douglas, **Global Head of Real Estate, Facilities and Workplace Experience, Qualtrics**



Qualtrics Workplace Tours: Attendees are invited to join tours of this unique workplace during the conference breaks

## 9:15 AM | OPENING KEYNOTE: THE FOUR SCENARIOS OF AI AND THE FUTURE OF WORK

Daniel W. Rasmus, **Author, Founder & Principal, Serious Insights and Affiliate Instructor, University of Washington**



In this opening keynote, Daniel W. Rasmus will present possible futures for AI through his set of Future of Work scenarios. Dan will introduce scenario planning and share several uncertainties that will drive the future of work. AI's rapid development, unknown impact on people and work, and emergent regulatory frameworks make forecasting its future impossible. AI will undoubtedly have a future, but the specific character and attributes of that future are unknown. Scenarios explore possible outcomes and interactions—they create a canvas upon which to explore how AI could change our work and lives and how we will shape what it becomes.

## 9:45 AM | COLLECTIVE CREATIVITY USING GENERATIVE AI

Michael Villegas, **Senior Designer, IA Interior Architects / Innovation Lead, AIRIA**



Generative AI democratizes creativity by providing tools that enhance storytelling and communication, breaking down traditional barriers of training and experience. This session will introduce generative AI and explore its implications for the future of creative production. Attendees will participate in a live demo where their responses will shape a custom visual in real time. This demonstration will highlight the captivating potential of generative AI and illustrate how audience input directly influences creative output in this new engagement process.

## 10:10 AM | NETWORKING & COFFEE BREAK

## 10:40 AM | TOP TRENDS SHAPING EMPLOYEE EXPERIENCE IN 2025

Dr. Benjamin Granger, **Chief Workplace Psychologist, XM Institute, Qualtrics**



In this session, Dr. Benjamin Granger will dive into the top trends shaping and reshaping the world of work for 2025, with insights from 30,000+ employees worldwide. Learn what matters most to people and how to design employee experiences for today's workforce.

## 11:10 AM | ATTENDANCE, EMPLOYEE ENGAGEMENT & OFFICES: A VIRTUOUS CYCLE

Brennan Veys, **Director, Corporate Real Estate Strategy & Future of Work, T-Mobile** / Christina McFadden, **Senior Manager, Portfolio Strategy & Workplace Design, T-Mobile** / Sal Leone, Ph.D., **Senior Consultant, People Science, T-Mobile**



At T-Mobile, the Human Resources & Workplace Experience team recently studied the relationship between employees' attendance, engagement scores, and office environments. Their findings may not surprise you, but they do shed light on key questions related to office attendance expectations and amenity offerings. The speakers will share the results of their research and delve into T-Mobile's workplace design and programming philosophy.

## 11:35 AM | RUNNING WITH PURPOSE: DESIGNING THE NEW BROOKS HQ

Katie Carlson, **Senior Vice President, Chief Human Resources Officer, Brooks Running** / Ryan Mullinax, **Partner, Firmwide Corporate Practice Leader, NBBJ**



Brooks Running's new headquarters is a structural expression of the leading running brand's core values. At Brooks, values aren't just words on a page—they guide how employees treat each other and customers; how they engage with their work, their teammates and communities; and how they live the brand's purpose: to inspire everyone to run and be active. This talk explores how Brooks' values influenced its new HQ's design—from inspiring workspaces to sustainable materials—to foster a tangible link to Brooks' values and convictions.

## 11:55 PM | INTERACTIVE GROUP DISCUSSION



## 12:05 AM | HARNESSING AI FOR A FUTURE-READY WORKFORCE AND ELEVATING THE EMPLOYEE EXPERIENCE WITH EIGHTFOLD

Michael Watson, **Senior Director - Global Customer Evangelism, Eightfold**



## 12:10 PM | KEY DATA POINTS FOR MEASURING RTO SUCCESS: ACCURATE DATA IS CRITICAL FOR A THRIVING PHYSICAL WORKPLACE

Matt Tverberg, **Manager, Enterprise Customer Success, Envoy**



## 12:15 PM | NETWORKING & LUNCH BREAK

## 1:15 PM | ZONING AS A CATALYST: ADAPTIVE REUSE, REZONING, & THE SOCIAL DYNAMICS OF URBAN DEVELOPMENT

Kelly Bacon, **Global Practice Lead - People + Places, AECOM** / Tatum Lau, **Social Value and Equity Lead, AECOM**



This session explores the transformative potential of adaptive reuse and rezoning in shaping a more equitable and sustainable urban future. Focusing on mixed-use, transit-oriented development, and adaptive reuse of existing infrastructure, the topic delves into the underpinnings of zoning regulations and their impact on design, infrastructure, and capital investment. Through case studies and the historical context of zoning changes in the US, the session explores how zoning intersects with issues of inequity. A comparative analysis with international case studies offers global insights and strategies for the future. The analysis illustrates zoning's pervasive influence on the environment, architecture, and infrastructure, emphasizing zoning's pivotal role in the future of development. Highlighting key players such as strategists, planners, local government, and the public, the session amplified the importance of civic engagement for smarter solutions.

## 1:40 PM | CASE STUDY: ADAPTIVE REUSE - INSPIRING A NEW WAVE OF LEGACY

Stephanie Restrepo, **Global Design and Construction, Block** / Michelle Rotherham, **Commercial Practice Leader, CannonDesign**



Adaptive reuse has proven itself a powerful practice for creating remarkable, future-focused workplaces. Block, Inc has executed this strategy with exceptional success for spaces in cities across the world for Cash App, Square, and Tidal. They have developed a unique approach to create spaces that meld history, legacy and meaning... all the while staying authentic to their brand and reducing their carbon footprint. In a world where people can work anywhere, how do you create a place that draws people in? Can we create space that inspires people now and 50 years from now when reimagined once again? In this session, a key leader in Block's design and construction team and design leadership from CannonDesign will offer a thoughtful look into successful adaptive reuse. They will show real-world examples of innovative workplaces forged from former lumber mills, concert venues, printing factories and more. They will share lessons learned, best practices, and inspiration others can take to their own projects - and why adaptive reuse can be such a powerful strategy for tech companies.



## 2:10 PM | 3D PRINTING: 'A CIRCULINEAR WORKPLACE'

Darwen Hinton, **Senior Designer, Associate, IA Interior Architects** / Audrey Robinson, **Interior Designer, IA Interior Architects**



Sustainability in design is evolving to a more complex discussion on circularity. Can the design industry reuse, reclaim and recycle products beyond a second or third life. 3-D printing is expanding the life of materials and products beyond what was thought possible just a few years ago. This presentation will engage in a discussion on what 3-D printing is, who is developing the latest technologies, why we need to be implementing it, and how can we leverage technology in the design of workplace. The session will include a demonstration of how to set up a 3-D printed object and culminate with a reveal of a 3-D printed product.

## 2:35 PM | NETWORKING & COFFEE BREAK

## 3:05 PM | THINK TANK BREAKOUT DISCUSSIONS



Alongside keynote presentations and panel discussions from industry experts, we invite you to participate in interactive peer-to-peer discussions to exchange ideas, problem-solve and share experiences, challenges and insights with the workplace community around some of the future of work's most compelling topics.



### DIGITAL TRANSFORMATION: THRIVING IN THE MODERN WORKPLACE

As the pace of technological advancements accelerates, we explore digital transformation and share lessons learned in navigating the modern workplace's digital terrain. When thinking about how you are leveraging workplace data alongside emerging disruptors like AI within your organizations, how can we extract meaningful insights and create seamless experiences to thrive in the digital era?



### NEW PARADIGMS OF WORK

The post-pandemic era has given rise to new paradigms of work, including decentralized teams and flexible schedules. As business leaders strive to instil purpose and meaning within their physical workplaces, how can organizations proactively adapt to this "post-peak" office era and ensure that their workplaces remain conducive to collaboration, innovation, and meaningful employee experience? What innovative approaches to space, amenities and shared resources should be considered?



### TALENT OF THE FUTURE AND THE NEW EMPLOYEE VALUE PROP

As businesses navigate the complexities of an increasingly multi-generational workforce, let's explore strategies for attracting, retaining, and unlocking the potential of tomorrow's talent. What innovative approaches can be leveraged to enhance culture, foster meaningful collaboration and bridge organizational needs with the aspirations of the next generation of employees?

## 3:50 PM | EXPERT PANEL: ADAPTING & INNOVATING FOR THE WORKPLACE ECOSYSTEM OF THE FUTURE

Steve Cribbs, **Product Development, Global Real Estate & Facilities, Amazon** / Lucy Norris, **Principle, Lucy Norris Consulting, Former Program Manager, Global Workplace Experience, Bon Appétit, Adobe** / Marc Weigum, **Senior Director, Cumming Group**



In this closing discussion, join esteemed workplace leaders as they reflect on key learnings from the day and share innovative approaches to creating and measuring flexible and adaptable workspaces and smart environments that enhance employee well-being, productivity, and engagement within their respective organizations. The panel's focus will be on sharing priorities and innovations, introducing pilots, and highlighting the wins, the surprises, and the learnings so far.

## 4:20 PM | CHAIRPERSON'S CLOSING REMARKS

Marc Weigum, **Senior Director, Cumming Group**



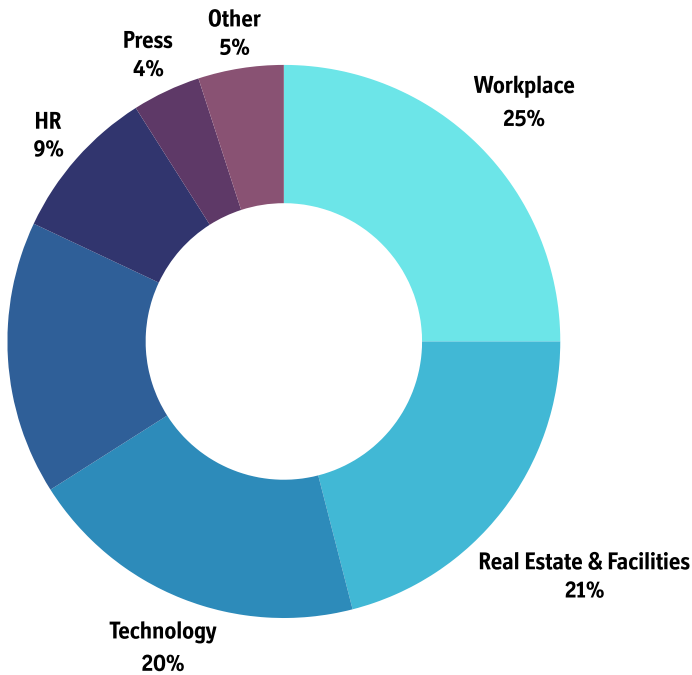
## 4:30 PM | CONFERENCES CLOSES

## 4:45 PM | NETWORKING DRINKS RECEPTION AT PEOPLESPLACE



# WHO ATTENDS

Attracting senior level professionals from Workplace, CRE, IT, HR and Architecture & Design



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



A fantastic and inspirational event ... with a large array of workplace professionals and case studies from a range of industries

PROPERTY PROGRAMME DIRECTOR, BBC



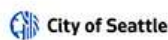
# PAST ATTENDEES INCLUDE



Global Workplace Intelligence Lead



Senior Manager Facilities & Campus Operations



Director, Real Estate Services



Director, Corporate Real Estate Strategy



Project Manager, Global Facilities



Senior Manager, Real Estate & Workplace Data Strategy



Principal PM Manager Digital Workplace Productivity & Collaboration



Senior Manager Space Planning



Senior Manager, Workplace Design & Strategy



Director of Real Estate & Workplace Technology



Corporate Real Estate Manager



Global Food & Wellbeing Program Manager



Vice President Workplace Experience



Real Estate Project Manager

# KEY INFORMATION

## Date

When: Thursday November 7th

Where: Qualtrics Tower, Seattle

## How to book:

Visit: [www.worktechevents.com/events/worktech24-seattle/](http://www.worktechevents.com/events/worktech24-seattle/)

## 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. Apply here: <https://bit.ly/3jiHC4b>

For more information on the above initiatives, please contact:

[kirsty.darlington@worktechevents.co.uk](mailto:kirsty.darlington@worktechevents.co.uk)



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