

WORKTECH™ 09

New York

work • workplace • technology • innovation

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Wednesday 20th May 2009 - The Time & Life Building, New York

Themes: • Global workplace innovators – case studies from Europe, Australia and Asia.
• Cost reductions through alternative working – towards the churn free office.

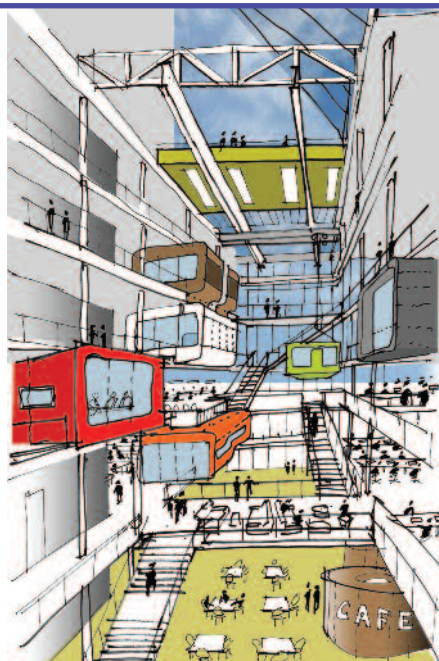
STOP PRESS: Two ground breaking international workplace projects to be launched at WORKTECH09 New York.

- The Macquarie Group, 'One Shelley Street' project in Sydney, Australia
- Accenture's new pilot project from Tokyo, Japan

This will be the first showcase of these pioneering projects, which rethink how and where work takes place.

LEADING GLOBAL SPEAKERS AND PANELLISTS INCLUDE:

- **Christopher Coleman**, Director Global Real Estate, Google
- **Daniel B. Johnson**, Global Director, CRE Workplace, Accenture
- **Cindy Allen**, Editor in Chief, Interior Design
- **Clive Wilkinson**, President and Design Director, Clive Wilkinson Architects
- **Anthony Henry**, Associate Director, Corporate Real Estate, Macquarie Group
- **Dr Andrew Laing**, Managing Director, North America, DEGW
- **Professor Jeremy Myerson**, Director, Helen Hamlyn Centre, Royal College of Art
- **Dr. Karen Sobel Lojeski**, Author and Professor at Stony Brook University
- **Stefan Camenzind** and **Tanya Ruegg**, Partners, Camenzind Evolution
- **Anthony Townsend**, Research Director, Institute for the Future
- **Philip Ross**, Author and CEO of Cordless Group



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WorkTech09 New York Conference

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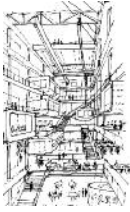
Philip Ross is an author and commentator on emerging technology and its impact on work and the workplace. With Jeremy Myerson, he has written a number of books on the future of work,

including the Creative Office, 21st Century Office and Radical Office Design. He will talk about the impact of new technology on work as we move towards the 'synchronous society'.



Clive Wilkinson
Macquarie Group,
One Shelley Street,
Sydney, Australia

Australia's leading investment advisory and financial services firm, Macquarie, acquired the lease for a new ten-storey 330,00sq ft. office building in Sydney to replace an aging workplace. Working with Clive Wilkinson Architects and other global consultants, Macquarie has



utilized the opportunity to fundamentally rethink its' ways of working, and it's interaction with both clients and the public. This presentation will describe the intensive design process prior to the buildings targeted completion in October 2009.



Dr Andrew Laing is the Managing Director of DEGW North America. He uses his expertise in the implications of new work patterns for the design and use of work environments

to help leading organizations improve workplace performance in relation to business goals. Andrew will reflect on the current US workplace, with reference to the global case studies shown in the early session.



Cindy Allen has been with Interior Design magazine since 1996 and was named editor-in-chief in 2001. The panel will discuss experiences of how alternative working has saved their businesses money. Panel members tbc.



Dr. Karen Sobel Lojeski is a Professor in the Department of Technology and Society at Stony Brook University, author of "Uniting the Virtual Workforce" and Founder of advisory firm, Virtual Distance International.

Karen will discuss recent data revealing growing gaps between the need for fostering virtual team collaboration and an organizations' ability to do so and present her groundbreaking discovery, Virtual Distance.



Registration 8.30am

Chair: Neil Salton
Director, Ideation Group, Haworth

Chairman's Welcome

RADICAL OFFICE DESIGN

9.00am **WORK in a Synchronous Society**

Philip Ross, CEO Cordless Group

9.45am **Radical Office Design**

Jeremy Myerson, Director, Helen Hamlyn Centre at the Royal College of Art

10.30am **Coffee Break and Innovation Exhibition**

GLOBAL WORKPLACE INNOVATORS

11.00am **Australian Case Study: Macquarie Group Shelley Street**

Anthony Henry, Associate Director, Corporate Real Estate, Macquarie Group and Clive Wilkinson, President and Design Director, Clive Wilkinson Architects

11.30am **Far East/Asia Case Study: Accenture Japan**

Daniel Johnson, Global Director, CRE Workplace, Accenture

12.00pm **Google's Philosophy**

Christopher Coleman, Director, Google

12.15pm **European Case Study: Google Zurich**

Stefan Camenzind and Tanya Ruegg, Partners, Camenzind Evolution

12.45am **Lunch**

1.45pm **View from America**

Andrew Laing, Managing Director North America, DEGW

ALTERNATIVE WORKING

2.15pm **Cost reduction through alternative working**

Panel debate with Cindy Allen, Editor in Chief, Interior Design

3.15pm **Coffee Break**

3.45pm **Making Virtual Teams Great Teams**

Karen Sobel Lojeski, Author and Founder Virtual Distance International

4.30pm **Co-working and Mobile Collaboration: Meetups & Unconferences**

Anthony Townsend, Research Director, Institute for the Future

5.00pm **Chairman's closing remarks**

Neil Salton is a Director at Ideation Group, Haworth, a team of scientists, designers, and analysts who study behaviour and attitudes to workspace planning to understand, translate, and measure workspace performance.



Jeremy Myerson is Helen Hamlyn Professor of Design at the Royal College of Art, London, where he also runs the InnovationRCA network for business. Jeremy will discuss the themes of 'Radical Office Design' the third book by himself and Philip Ross. Described as the first comprehensive analysis of emerging office design practice to support and enhance the performance of knowledge workers.

Office Design' the third book by himself and Philip Ross. Described as the first comprehensive analysis of emerging office design practice to support and enhance the performance of knowledge workers.



Daniel Johnson will be presenting an overview of Accenture's future workplace strategy, and showcase a pilot project from Tokyo Japan that created a dramatically improved work environment, successfully introduced remote working programs for what had previously been a resident based workforce and dramatically reduced costs while improving their environmental operations.



Christopher Coleman, has driven the strategic expansion of Google offices throughout the globe and lead new workplace design initiatives in New York, London, Zurich, Bangalore and most recently- Sydney. He will discuss Google's space philosophy



Google's incredible workplace in Zurich was the brainchild of **Stefan** and **Tanya** the partners of Swiss architectural firm Camenzind Evolution. They will present a case study of the project describing the innovation that Googlers demand in tomorrow's internet workplace.



Google™



Dr. Anthony Townsend is a technology forecaster and strategist with the Institute for the Future, an independent non-profit research group based in Palo Alto, California. From 2002 to 2004, Anthony helped pioneer the international community wireless movement though his work with NYC wireless, an NGO that he helped found to create free wireless zones in New York City's public parks and plazas. Building on that effort, in September 2009 he will launch BREAKOUT!, a festival of mobile work.

Innovation Exhibition

Alongside the WORKTECH09 New York Conference will be an innovations exhibition where companies will demonstrate new technologies, innovations and future visions. Delegates will be able to explore and experience new technology, furniture and accessories in an environment that is designed to stimulate new ideas and ways of thinking.



WORKTECH Introduction

WORKTECH is an international forum for all those involved in the future of work and the workplace as well as technology and innovation. WORKTECH09 New York will look at the implications of convergence between the worlds of technology, real estate, work and the workplace.

Join senior professionals from real estate, facilities, technology, executive management, architecture and design.

Our Venue



The Time and Life Building

The Time and Life Building, located at 1271 Avenue of America (6th Avenue) in Rockefeller Center in New York opened in 1959 and designed by the Rockefeller family's architect Wallace Harrison, of Harrison, Abramovitz and Harris.

Our Audience

- Business & Strategy Executives
- Property Professionals
- Facilities Managers
- Architects & Designers
- Furniture Manufacturers
- IT Directors & Executives
- Management Consultants
- Academics & Researchers

Past WORKTECH delegates include:

- ABN.AMRO
- Ahrend Ltd
- Allen & Overy
- Arup
- Astra Zeneca
- Azzuri Communications
- Bank of New York
- Barclays
- BBC Property
- BDG Workfutures
- BIFM
- Bose Ltd
- BP International Limited
- Brighton University
- BT
- Building Design Partnership
- Capita
- Carey Jones Architects
- CBI
- CB Richard Ellis
- Christian Aid
- Cisco Systems
- Citigroup
- Citispace
- College of Estates Management
- Cushman & Wakefield
- DEGW
- Deliotte
- Deutsche Bank
- Edinburgh's Telford College
- Environment Agency
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- Eversheds
- Foster and Partners
- Gartmore Investment Management
- GE Healthcare
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- Glaxosmithkline
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- MacDonalds Restaurants
- Mackay & Partners
- Michael Sparks Associates
- Mitel
- Modus Group
- Motorola
- Nationwide Building Society
- NHSU
- Norton Rose
- OFAS
- Orangebox
- Parkview International
- Phillips
- Plantronics
- PricewaterhouseCoopers
- Pringle Brandon
- Prudential
- Royal College of Art
- Schrodgers
- Scott Brownrigg
- Siemens Facility Management
- Swanke Hayden Connell
- The Science Museum
- Tilney Shane
- Toshiba
- TSK Group
- Vitra
- Vodaphone Group
- Wellcome trust
- Workspace Office Solutions

What our Past Delegates said:

"Anyone involved in managing a building and getting the most from staff working within it will benefit from attending this event"

Peter Hawkins, HSBC

"Thought provoking and not to be missed if you are involved with HR, IT, FM or design of the workplace"

Sonny Hasan, CB Richard Ellis

"As usual WorkTech exceeded my expectations both as a thought provoking and networking opportunity"

Ronen Journo, Cisco Systems



Niklas Zennstrom, co-founder and CEO of Skype, addressing WorkTech05.



Charles Handy, one of the most respected authors and commentators on the future of work giving his presentation at WorkTech06.



WORKTECH North 2007 Panel Members. From left to right, Chris Kane BBC, Frank Duffy, DEGW, Clive Wilkinson CW Architects, Carla Picardi.

RESERVATION FORM

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