

WORKTECH™ 13

Netherlands

work • workplace • technology • innovation

TEN YEARS OF
WORKTECH



2003-2013

WEDNESDAY 9TH OCTOBER 2013

- WORKPLACE TOUR 8TH OCT
- CONFERENCE 9TH OCT

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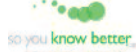
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CONFERENCE VENUE:

ABN AMRO, AUDITORIUM GUSTAV MAHLER LAAN, AMSTERDAM

The future of work and workplace...

WORKTECH13 Netherlands 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 as well as Real Estate, Technology and Innovation.

Join over 150 senior professionals from real estate, facilities, technology, executive management, architecture, design and professional advisors to further knowledge and share expertise.

WORKTECH is a leading international workplace conference series. The event is held at locations around the world including: London, Melbourne, San Francisco Bay, New York, Shanghai, Singapore and San Paulo.

NEW@WORKTECH

WORKTECH LIVE COMMUNITY

Watch this space for an opportunity to share ideas and network after the event

GLOBAL KNOWLEDGE PARTNER



Real value in a changing world

LEADING INTERNATIONAL SPEAKERS INCLUDE



Frank Duffy CBE,
Founder, DEGW and
Past President RIBA



Frans van der Reep, Professor at
the Inholland University of
Applied Sciences, a Senior
Strategist at Royal KPN



Director of the Helen Hamlyn
Centre for Design at the Royal
College of Art



Bas Verhart, Co-Founder and
Executive Director, THINK –
THE AMSTERDAM SCHOOL
OF CREATIVE LEADERSHIP



Harry Heijes, Head of
Technology Management,
ABN AMRO



Cees Plug, Director,
LEF Future Centre



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WORKTECH13 NETHERLANDS CONFERENCE PROGRAMME

WEDNESDAY 9TH OCTOBER 2013



Linda van de Sande is a consultant in behaviour and design. She works to understand and improve the way people perceive, learn from, respond to and engage with their environment.



helen hamlyn
centre for design

This study supported by Haworth explores how theatre design can provide inspiration to create more expressive and effective office environments for people, using a simple 'kit of parts' approach. The research has identified a set of six scenographic techniques to create mood and atmosphere and developed them into a 'vocabulary' of effects that can be adapted to respond to people's psychological needs. A system of illuminated surfaces has been tested in real office environments to prove the hypothesis of Living Stages.



Erik Veldhoen, Founding Father New Ways of Working and CEO, Dr. Frank Duffy, Founder DEGW and Past President of the RIBA



ABN-AMRO

Today seven out of ten ABN AMRO employees work according to the Het Nieuwe Werken (HNW) principles. Half of its staff think HNW is a necessary condition in order to get their job done while balancing work and life. In his presentation, he introduces their successfully implemented program, and explores the need for a creative work environment from three actors: bricks, bytes and behaviour.



vodafone

David will focus on building bridges between the functional and strategic objectives of New Ways of Working (NWoW) through the adoption of flexible communications technologies. He will discuss needs & opportunities that define, inhibit and/or drive business and cultural transformation. Savage's view on the "3 B's" (bits, bricks, behaviour) of the NWoW Workplace is driven by his passion regarding the "4th B"... Business. Without it, the other 3 will not be sustainable.



CUSHMAN & WAKEFIELD



Microsoft

With their often innovative and quirky workplace design, early adoption of "alternative" workplace practices, TMTs appear to offer a genuine sense of flexibility, innovation and autonomy to their employees. However, what can non-TMTs do to enhance their workspace to create a similar energy that can attract, retain and foster the best



inholland
university of applied sciences

The internet has the power to change mental models, business logic and even the concept of "company" itself. Frans van der Reep will show what happens at the very heart of these changes in the business world, why shifts occur, and will delve into what shift we should expect next.

9.00 Welcome from Chair

Linda van de Sande, Consultant

9.15 Justifying Place in an Increasingly Virtual World

Dr. Frank Duffy, Founder DEGW and Past President of the RIBA

9.50 Living Stages: What the Workplace Can Learn From Theatre Design

Jeremy Myerson, Director & Imogen Privett, Research Associate, Helen Hamlyn Centre for Design, Royal College of Art

10.25 HANGOUT

10.30 Future of Work: Panel Discussion

Erik Veldhoen, Founding Father New Ways of Working and CEO, Erik Veldhoen for Change
Dr. Frank Duffy, Founder DEGW and Past President of the RIBA
Jeremy Myerson, Director, Helen Hamlyn Centre for Design, Royal College of Art
Dr. Paul Louis Iske, Professor Open Innovation and Business Venturing School of Business and Economics, Maastricht University
Tom Tempelman, Managing Director - Netherlands, Regus

11.10 COFFEE BREAK

11.40 Working Out - Productivity and the Knowledge Worker

Claudia Hamm, Head of EMEA Workplace Strategy & Pim Macke, Director Strategic Advisory, Jones Lang LaSalle

12.05 The Essential Creative Work Environment

Harry Heijes, Head of Technology Management, ABN AMRO

12.30 Big Data to Big Insight: It's Redefining the World of Work

Lewis Beck, Director, Global Workplace Solutions, Johnson Controls

12.55 LUNCH BREAK

1.55 Communicating in Office Everywhere

David Savage, Customer Solution Center Manager, Vodafone

2.20 Virtual Professionals - Office Freedom, Sound Business or NextGen Workaholism?

Philip Vanhoutte, Sr.VP & MD Europe & Africa, Plantronics

2.45 HANGOUT

2.50 The TMT Sector: Lessons to be Learnt?

Michael Davis, Technology Sector Specialist and Partner in the West End Occupier team & Neil McLocklin, Head of Global Workplace Consulting EMEA and Workplace Expert, Cushman & Wakefield London
Boris Ziermans, Tenant Representation, Cushman & Wakefield Amsterdam
Ed Folge, EMEA Regional Integration Manager, Microsoft

3.20 COFFEE BREAK

3.50 LEF Future Center: How we use Cognitive Psychological and Neurological Science to Design Spaces that can Aid Innovation, Creativity and Problem Solving.

Cees Plug, Director, LEF Future Centre

4.15 ICT & The Digital World: Searching for a New Personal Perspective

Frans van der Reep, Professor, Inholland University of Applied Sciences, and Senior Strategist, Royal KPN

4.40 Rethinking Business as Usual: The Art of Thinking Differently

Bas Verhart, Co-Founder and Executive Director, THINK - THE AMSTERDAM SCHOOL OF CREATIVE LEADERSHIP

5.05 Chairs Closing Remarks

5.15 Event Close



Frank will explore the entire scale of connectedness from macro level (bringing people together to celebrate the Olympics) to intimate connections between two people. He will speak to his passion on urbanism by presenting his thoughts on the importance of the city in bringing together people for work, play and social connection.



JONES LANG LASALLE
Your value into a changing world

Measuring productivity of knowledge workers has often been described as the "Holy Grail" of workplace strategy. Jones Lang LaSalle is currently "testing" this hypothesis globally via a series of productivity workout sessions, including one at WORKTECH Netherlands. How can corporations go about capturing the impact of workplace strategies on organisational culture and employee engagement? Will it provide new insights for the business? Join us for perspectives on this and the consideration of adaptive interventions and solutions being explored by other leading organisations.



Johnson Controls

Data is useless without interpretation. Workplace technologies are producing more data than ever before; however, the art is to distinguish between mere information and something that can benefit the business. Learn how real-time building data can be captured, analysed and converted into actionable intelligence, to enable strategic decision-making and more robust workplace strategies.



plantronics
Simply Smarter Communications™

It is tempting to think that we can relegate offices to a thing of the past. Only when you have discovered the pains of working 'on the move' or 'at home' that you realize there is great value in acoustically groomed workspaces. And how do we measure effectiveness in virtual information work anyhow? The mantra is result-only performance management, but how do you measure your personal contribution in a team and partner dependent world? And are we happier after all, now that there are no more time and space limits to work? Let's drink the smarter working elixir with moderation.



LEF

We often convince ourselves that we are rational people, unaffected by the surroundings we find ourselves working in. At the LEF Future Center, Cees and his team have revealed that this is in fact an illusion; certain colours, furniture and even pictures can divert or improve states of mind. Cees will address how the workplace influences the psyche, and how the psyche limits innovation and creativity.



THE AMSTERDAM SCHOOL OF CREATIVE LEADERSHIP

Organizations of all types, shapes and sizes are struggling to stay customer focused and to drive breakthrough innovation at the same time. According to a recent IBM Global CEO Study: In a world of increasing complexity & uncertainty, creativity is the most important leadership quality. THINK a new school for global innovators is on a mission to develop and realize the creative potential of the next generation leaders. Explore the importance of creative leadership, talk about user centric innovation and give pointers on how to think differently.

WORKTECH13 NETHERLANDS **WORKPLACE STUDY TOUR** TUESDAY 8TH OCTOBER 2013

The accompanied tour will take a small group of UNWIRED clients and friends to visit the best examples of innovative workspace in The Netherlands. Delegates will get the fantastic opportunity to view spaces not normally accessible to the public. This workplace tour will focus on key lessons learned from new workplaces developed to improve organisational performance by stimulating and supporting workers. Places are limited and will be offered on a first come first served basis. Please email Stephanie.Aslan@unwired.eu.com for cost information and to book your place.

INNOVATIONS EXHIBITION

Alongside the WORKTECH13 Netherlands conference will be a small exhibition. Our partners will be presenting new products and ideas about the workplace and they are keen to share their experiences with you. Please make the most of your attendance by taking time to talk about your requirement and challenges with our exhibitors.

OUR CONFERENCE VENUE

Wednesday 9th October 2013, ABN AMRO, Auditorium Amsterdam

We are delighted to be holding WORKTECH13 Netherlands at the ABN AMRO Auditorium Gustav Mahlerlaan 10 Amsterdam 1082 PP Netherlands. ABN AMRO is within 6 minutes walking distance of 'Amsterdam-Zuid' Station and Metro. The city's motorways are easy accessible and Schiphol International Airport is only a 15 minute drive away.



WHO'S COMING?

This event will be vital for Real Estate Professionals, Business & Strategy Executives, Facilities Managers, IT Directors & Executives and HR Professionals.

Who should attend:

- Real Estate Professionals
- Real Estate Strategy Professionals
- Workplace Professionals
- Facilities Professionals
- IT Directors
- HR Managers
- Change Managers
- Architects and Designers
- Property Owners and Developers
- Property Investors
- Property Agents
- Business and Strategy Executives
- Academics and Researchers

PAST WORKTECH DELEGATES INCLUDE

- | | | |
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| 3.com | Deloitte | Restaurants |
| Accenture | Deutsche Bank | Morgan Stanley |
| Allen & Overy | Ernst & Young | Motorola |
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| Barclays | GE Healthcare | Norton Rose |
| BBC | GlaxoSmithKline | Phillips |
| Boehringer Ingelheim | Guardian | Pricewaterhouse Coopers |
| BP | GVA Grimley | Prudential |
| BSkyB | Herman Miller | Rabobank |
| BT | HP | Schroders |
| Cable & Wireless | HSBC | Shell |
| Capita | Johnson & Johnson | Siemens |
| Capital One | Jones Lang Lasalle | Toshiba |
| CBRE | Kirkland Ellis | Unilever |
| Cisco | KPMG | University of Cambridge |
| Clifford Chance | Linklaters | Vitra |
| Coca Cola | London Stock Exchange | Vodafone |
| DEGW | McDonalds | |



WHAT OUR PAST DELEGATES SAID

"Excellent insights into the trends and ever changing workplace complexities"

Delegate, **Johnson & Johnson**

"Great information for building a business case for change"

Delegate, **Boehringer Ingelheim**

"Like being evangelized, mind converting"

Delegate, **Vitra**

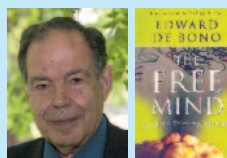
"A well-spoken and experienced group of presenters providing leading edge subjects current topics and statistics. A great place to learn about new ideas"

Delegate, **Deloitte**

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

Delegate, **Coca Cola**

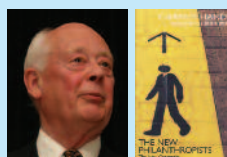
PAST WORKTECH SPEAKERS INCLUDE



Edward de Bono, Author, WORKTECH10 London



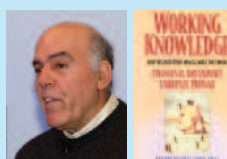
Alain de Botton, Philosopher, WORKTECH09 London



Charles Handy, Author, WORKTECH06 London



Bill Moggridge, Director Cooper Hewitt & Founder, IDEO, WORKTECH10 New York



Laurence Prusak, Researcher, Consultant, Founder Institute of Knowledge Management, WORKTECH11 New York



Nickolas Zennstrom, CEO & Co-Founder, Skype, WORKTECH05 London

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**SPECIAL EARLY
BOOKING RATES**

BOOK ONLINE NOW: WWW.UNWIRED.EU.COM/NETHERLANDS

Workplace Study Tour Tuesday 8th October for cost information
and to book your place please email Stephanie.Aslan@unwired.eu.com

	Price per delegate	Number of delegates	Total Cost
Conference Wednesday 9th October SUPER EARLY BIRD DELEGATE RATE - BOOK BEFORE 9th August	€299		
Conference Wednesday 9th October EARLY BIRD DELEGATE RATE - BOOK BEFORE 16th September	€399		
Conference Wednesday 9th October STANDARD DELEGATE RATE	€499		
TOTAL			

YOUR DETAILS or attach business card

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Postcode/ZIP: _____

Telephone: _____

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