

WORKTECH™ 11 Utrecht

work • workplace • technology • innovation



THURSDAY 1ST DECEMBER 2011, RABOBANK UTRECHT



VISIT RABOBANK'S
INCREDIBLE NEW OFFICE

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

WORKTECH11 Utrecht will look at the implications of convergence between the worlds of technology, real estate, work and workplace.

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

WORKTECH is a leading international workplace conference series. The first event was in 2004 has been held at locations around the world, including London, New York, San Francisco Bay, Amsterdam, Shanghai and Manchester. We are delighted to be holding the Utrecht event at Rabobank's incredible new office.

LEADING GLOBAL SPEAKERS INCLUDE

- Coen Olde Olthof
Vice President Market and Portfolio Development, KPN
- Ellen Sander
Director, Sander Architecten
- Erik Veldhoen
Founder, Erik Veldhoen for Change
- Gerry Taylor
Creative Director, Orangebox
- Jeremy Myerson
Director, The Helen Hamlyn Centre for Design, The Royal College of Art
- Joel Dullroy
Co-Founder, Deskwanted.com
- Jos van der Wielen
Consultant and Owner, Nassau
- Marie Puybaraud
Director, Global WorkPlace Innovation, Johnson Controls
- Nicole Turbé-Suetens
Founder, Distance Expert
- Peter de Winter
Sr. WPI Program Director Real Estate, Philips
- Philip Ross
CEO, Cordless Group & Unwork
- Vincent Lokin
Director of Facilities, Rabobank

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Rabo Unplugged is the change management program to set our organization in the new century. By making all employees as much as possible responsible for their

contribution a wave of empowerment is going through the company. The new physical environment in our office enables us the cooperative way of working that fits a cooperative bank.



What will be the next step in work innovation. What's behind New Ways of EWorking. Towards a new world with a much better life-work balance.



What does an environmentally-aware office mean to different generations? How do you go about creating greener workplaces? This study examines these issues and identifies four different sustainability models. Jeremy and Marie will explain how these can be applied to help companies review their



policies, understand how they can work better and create a sustainability strategy that is suited to their needs.



As Millennials become the pre-eminent group within the workplace, how will the design of office furniture help realize the potential for a more diverse, flexible, faster, multi-generation workplace?



The "end of work" was claimed by J.Rifkin in 1995. Since that same year technology has started to play a major role in the work processes, changing fundamentally the daily life and expectations in the workplace. New working methods are since then continuously affecting jobs and people; skills and employability. Hyper-mobility, leadership, responsibility, autonomy and adaptability have become basic requirements for any employee in order to survive the corporate organisational turbulences. Job security is not anymore part of the game. So, is there a future for employment? For who and how?



KPN has approximately 36,000 employees worldwide. With so many employees around the world, like many large companies, KPN had difficulty

connecting different teams and people in real time. As part of a continuing commitment to provide technology that makes it easier for employees to work together, and to improve employee productivity, KPN embarked on an organization-wide initiative called a "New Way of Working."



9.00 Registration opens & refreshments

9.30 Chairperson's opening remarks

9.35 Rabo Unplugged: thé demise of rules

Vincent Lokin, Facilities Director, Rabobank

10.00 Connected Leadership in an Activity Based Working Environment

Jos van der Wielen, Consultant and Owner, Nassau

10.25 Where to start with New Ways of Working?

Jeroen van der Neut, Program Manager Strategy Development, Grontmij N.V.

Boris Ziermans, Corporate Occupier & Investor Services, Cushman & Wakefield

10.50 The Future of Work

Erik Veldhoen, Founder, Erik Veldhoen for Change

11.15 Coffee break

11.45 Sustainable for all: pragmatists, libertarians, housekeepers and campaigners are making the workplace greener

Marie Puybaraud, Director, Global WorkPlace Innovation, Johnson Controls

Jeremy Myerson, Director Helen Hamlyn Centre for Design, Royal College of Art

12.10 Realising the Potential of the Multi-Generational Workplace

Gerry Taylor, Creative Director, Orangebox

12.35 Do employees have a future?

Nicole Turbe-Suetens, Founder, Distance Expert

1.00 Lunch Break

2.00 Coworking: Redefining work

Joel Dullroy, Co-Founder, Deskwanted.com

2.25 VWork

Philippe Jimenez, VP Corporate Sales EMEA, Regus

Philip Ross, CEO of Cordless group & UNWORK

2.50 Philips Global Workplace Innovation Program

Peter de Winter, Sr. WPI Program Director Real Estate, Philips

3.15 KPN: New Ways of Working Initiative

Coen Olde Olthof, Vice President Market and Portfolio Development, KPN

3.40 Stretching boundaries

Ellen Sander, Director, Sander Architecten BV

4.05 Chairperson's closing remarks

4.15 Coffee Break and Tour of Rabobank



In an activity based work environment the leadership role is to be connected and to connect - a hub in the middle of relationships - the purpose of which is the creation of shared meaning.

It is important to realize that the adoption of an innovative, physical work environment and the right set of up-to-date digital tools in themselves are not sufficient to bring about deep rooted, long lasting performance improvement. In order to get the most out of the investment it is necessary to address leadership, management and behavioural issues.



How can we help corporate's integrate new ways of working into their offices and make it sustainable/profitable. We will touch on some of the challenges we face and what to be aware of with new ways of working.



How is the coworking movement influencing a new style of workplace? Joel will share the results of a worldwide study into coworking - the biggest and first of its kind.



Regus and Unwired present their research into the new world of virtual work and report on their hypothesis that virtual working enhances, not detracts from, the value and performance of organizations. The research will examine the potential to shift workplace valuation from cost per square foot to a more



innovative way of monetizing agility.



Our world of work is changing. Multidisciplinary teams from all over the globe are working together. New generations enter the labour market. Business

dynamics demand flexibility. We need to balance work and life. To meet these requirements Philips has started the global Workplace Innovation Program 5 years ago. End of 2012 some 15.000 employees in Philips will work according to the New Ways of Working. What are the experiences so far? What lessons have been learned? How to deal with cultural differences?

PHILIPS



Sander Architecten is selected to create and supervise the execution of the entire interior design (56.000 m²), including the twentyfive-storey building for the new office of

Rabobank Nederland. The design was generated by cooperation with a number of other designers. As the office interior is being redefined by the introduction of new methods of working, interior architecture is facing new challenges.

INNOVATIONS EXHIBITION

Alongside the WORKTECH11 Utrecht 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 VENUE

Rabobank Croeselaan 18, 3521 CB, Utrecht, 1st December 2011

The new Rabobank Nederlands office in Utrecht is a singular example of the role that design can play in the cultural changes that an organisation wishes to enact.



The architecture of the new building is a translation of the modern Rabo Unplugged style of working, where the customer is the focal point and employees enjoy a maximum amount of freedom, responsibility and trust.

This workplace opened in June 2011, and is one of Europe's most innovative workplaces. It will provide an excellent creative backdrop and professional environment for the WORKTECH11 Utrecht event.

OUR AUDIENCE

- Business & Strategy Executives
- Real Estate Professionals
- Facilities Managers
- IT Directors & Executives
- Architects & Designers
- Management Consultants
- HR Professionals
- Academics & Researchers

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- Schroders
- Shell
- Siemens
- Stanhope
- Sun Microsystems
- Swanke Hayden Connell
- The Science Museum
- Toshiba
- Unilever
- University of Cambridge
- Vodafone Group

WHAT OUR PAST DELEGATES SAID

"Convergence of pre-eminent thinkers in all aspects of work, workplace related issues, a mix rather than just corporate and real estate, cutting edge, resonant & thought provoking".

Michelle Marwood, Kirkland Ellis

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

Sonny Hasan, CBRE

"Like being evangelized, mind converting"

Nigel Scott Williams, Vitra

"Great information for building a business case for change"

John Hardiman, Boehringer Ingelheim

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

Ronen Journo, Cisco Systems

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

Jennifer Keller, Johnson & Johnson

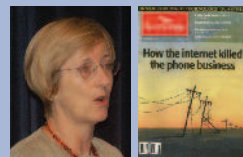
"A well-spoken and experienced group of presenters providing leading edge subjects current topics and statistics. A great place to learn about new ideas"

Paul Abrahamson, Deloitte

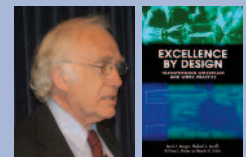
"Incredibly relevant to anyone that manages technology, real estate or people"

Kate Culver, Coca Cola

PAST WORKTECH SPEAKERS INCLUDE



Frances Cairncross, Business Editor, The Economist, WORKTECH05 London



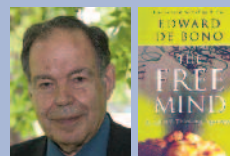
Michael Joroff, Senior Lecturer, MIT School of Architecture, WORKTECH05 London



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



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



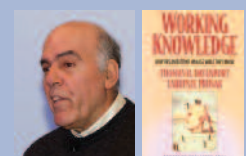
Edward de Bono, Author, WORKTECH10 London



Alain de Botton, Philosopher, WORKTECH09 London



Charles Handy, Author, WORKTECH06 London



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

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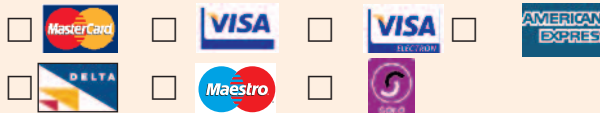
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