

3rd FUTURE WORKPLACES

Summit | SB Glow Hotel
Barcelona, Spain

29-30 November 2018

Chairman



Andy Swann
Protagonist / Catalyst
Simple. Better. Human.



Guzman de Yarza
EMEA Head of Workplace Strategy
JLL



Speaker Line-Up



Bettina Reichart
Project Leader
HR New Workspace
Lufthansa



Katerina Matheis
Site Management | Strategy
and Transformation Office
Merck



Mireya Juárez
Workplace Strategy and
Experience Lead in EMEA
HP



Phillip Raum
Teamlead Design/ Architecture
Construction & Development
Corporate Real Estate
Zalando



Paula Aitkenhead
Global HR,
Well-being Specialist
Schneider Electric



Malena Donato
Business Development Innovation
Consultant & Facilitator
Atos



Michal Matlon
User Experience
HB Reavis



Peter Mandalh
Founding Partner
WDO



Guillaume van Eeckhout
Global Lead,
Smart Office program
Siemens



Sven Poguntke
Consultant, Facilitator
& Book Author



Anna King
Founder & Director
Informare Ltd



Eduardo Hermanovich
GSC, Vice President Real Estate
Schneider Electric



Rocío de Villa
Senior Manager, Real
Estate and Environmental
Sustainability (RE & ES)
Vistaprint



Gill Parker
CEO
BDG architecture + design



3rd FUTURE WORKPLACES

Summit | SB Glow Hotel
Barcelona, Spain

29-30 November 2018

This 2-day summit delivers case-studies, workshops and panel discussions from our distinguished expert-speakers.

This year we look at themes such as:

- The Evolution and Revolution of Workplaces
- High Performing Agile Workplaces: Learnings and Experiences
- Using Digitization to Improve Business Results
- Elevating the Role of Change Management in Your Workplace Transformation
- Future Employment Trends
- Choosing the Right Workplace Design for your Workstyle
- Increasing Employee Productivity by Transitioning to a New and Innovative Workplace
- Putting Big Data to Use inside the Workplace
- Human Centered Design and the Agile Workplace

Have a glance on how it went last year:



Who Should Attend:

3rd FUTURE Workplaces is a not-to-miss event for senior level professionals whose job roles include the following responsibilities:

- Workplace Strategy/Planning
- Corporate real Estate/property
- People & Culture Performance
- Commercial Development
- Portfolio Strategy
- Change Implementation
- Workplace/Architectural Design
- Facility Management
- Human Resources & Talent Development
- IT Strategy

www.luxatiainternational.com

About The Venue

HOTEL SB GLOW Barcelona, Spain



Carrer de Badajoz 148-154, 08018, Barcelona
+34 935 147 000, reservations.glow@sbhotels.es

Open the doors and discover a new world. More experiences, more adventures, more moments and more spaces designed for you. Connect with Barcelona's Mediterranean and urban spirit and enjoy the luxury of relaxing like never before. The unforgettable experience of staying in the innovative 22@ district, the most transformative and emerging area in Barcelona, just a few minutes away from the city centre, very close to the Agbar Tower, L'Auditori, the National Theatre of Catalonia and the new Els Encants flea market. Always, with the aroma of the sea.

For more details
please click

[HERE](#)

Did You Know?

- 25%** - 25% is the percentage by which companies have "flattened out" in the past 25 years, losing management layers
- 540 million** - McKinsey estimate that by 2025 some 540 million workers will have used one of the online platforms to find work turning "freelancing" into one of the main disruptors of the workplace
- 30%** - According to the study on the European Youth, 30% want to belong to a Virtual Office
- 78%** - 78% find it important how innovative a company is when deciding if they wanted to work there

Companies that attended before include:



08:30 Check-In and Welcome Coffee ☎

09:00 Opening Address from the Chairman

09:10 **“Breaking the Ice” Speed Networking Session**

Meet your colleagues, exchange business cards and have a maximum number of 1-on-1 talks in a short space of time! Our Speed Networking session will help you to form those initial relationships early, find out who is facing the same challenges as you and get a nice preview of what a longer conversation could bring!

TOWARDS HIGH-PERFORMING & AGILE WORKPLACES

09:50 Case Study: 🔍

New Workspace – change at work. Using structural change to transform culture.

- Changing work space to drive cultural transformation
- User involvement as a very important part of change management
- Interdisciplinary approach for project teams

Bettina Reichart

Project Leader HR New Workspace



Lufthansa

Lufthansa

10:30 Morning Coffee and Networking Break ☕

11:00 Case Study: 🔍

A pleasure to work here: Why workplaces are not the cure for everything

- Who are our talents?
- How a company and its employees can benefit from future workplaces?
- Why workplaces are not the cure for everything?
- A holistic approach sounds simple but it's not!
- How Merck follow that path to be a winner?

Katerina Matheis

Site Management | Strategy and Transformation Office
Merck



11:40 Case Study: 🔍

Human Centered Design, a Workplace Strategy for Business Innovation.

- Which are the real needs of the Business now days? What are they struggling with? How can we be a step ahead of their needs. How can we move from a workplace provider to a true strategic partner. How can we move from the “spending” chart to the “investment” one
- By transforming the formula, the questions, the praxis and the Consultancy Firms.
- Data, People and Technology. Square meters and Experience. Rethinking the position of the Real Estate within the Corporate System through an Innovative Workplace Strategy.

Mireya Juárez

Workplace Strategy and Experience Lead in EMEA
HP



12:20 Case Study: 🔍

The Building as an Interface Between People and Places - How Smart Buildings Create Value More Creative and Productive Spaces

- I believe buildings can be platforms that empower human interaction, meeting their occupants' needs in terms of convenience, community building, but also a healthy lifestyle and balanced work/life integration.
- When technology is supported by insights about human behavior and urban trends, it becomes a key enabler that creates the difference between a normal building and a 'smart space'.

Guillaume van Eeckhout

Global Lead, Smart Office program
Siemens



13:00 Business Lunch 🍽

STRENGTHENING CORPORATE CULTURE

14:00 Case Study: 🔍

WORKPLACE OF THE FUTURE – the happy cocktail

Ingredients:

- attractive, and energising workspaces,
- enhanced digital experience,
- holistic well-being as a foundation of performance,
- smart working and flexibility at work,
- ultimate employee experience.

Paula Aitkenhead

Global HR, Well-being Specialist

Eduardo Hermanovich

GSC, Vice President Real Estate

Schneider Electric



14:40 Interactive Session 👥

Out of the box thinking in 3D: Using the Lego® Serious Play® Method for creating Disruptive Workplaces **

- Using an engaging and innovative tool for ideation and communication.
- Thoughts on disruption and resistance related to Future Workplaces.
- How place and technology work together to improve worker engagement and performance.

Sven Poguntke

Consultant, Facilitator & Book Author

15:20 “Time For Tea and Team Work” Break ☕

16:20 Case Study: 🔍

Introduction to “Wellness Together”

In this talk Anna will outline the methodology and headline results of the research. Gill Parker CEO of architectural and Design company BDG architecture + design will talk specifically about how good design nurtures amazing company cultures.

- Wellness at work is a dominant theme in any discussion about the workplace.
- As a business that represents many elements of the supply chain it is very apparent that, in order to achieve true ‘wellness’, attention to every single component that can impact, mental and physical health needs to be considered.
- People and property are vital and need to co-exist for the optimum gains of business.

Anna King

Founder & Director

Informare Ltd

informare:PR
content+communication

Gill Parker

CEO

BDG architecture + design



17:00 Chairman's Closing Remarks and End of Day One

18:00 **Barcelona Wine Tasting Tour**

19:30 Networking Dinner 🍷

*TBC

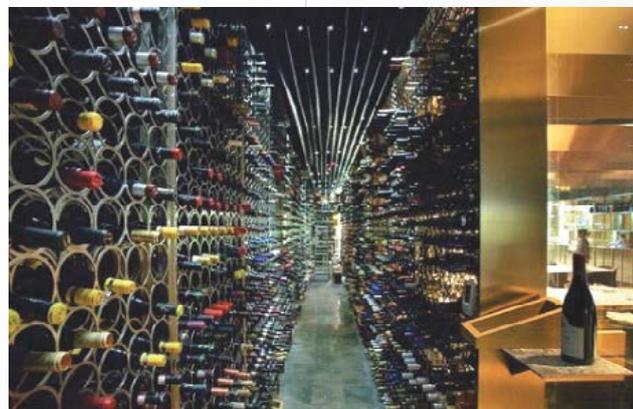
** LEGO® AND SERIOUS PLAY® ARE REGISTERED TRADEMARKS OF THE LEGO GROUP

Barcelona Wine Tasting Tour

Vivinos | Carrer dels Canvis Nous 10



After a busy first day at the **3rd FUTURE WORKPLACES Summit**, enjoy an evening with your peers at a tour designed to please the palate of wine lovers. This is an amazing opportunity to sample and discover great wines, learn about Catalonia's diverse wine regions, discover the secrets behind winemaking processes, and enhance your enjoyment of wine with innovative tasting techniques. Over the course of an hour, you will sample several wine varietals accompanied by a sommelier.



Networking Dinner

El Palace Hotel Restaurant | Gran Via de les Corts Catalanes 668



Right after our Wine Tasting Tour, the networking opportunities will continue at the summit Networking Dinner at the famous El Palace Hotel Restaurant. One of the most exclusive hotels of Barcelona, El Palace boasts an important art history, as Salvador Dali and his wife Gala once lived in the Royal Suite, now named Suite Dali. Stylishly Parisian-decorated restaurant will offer you a gourmet dinner that will satisfy the most demanding of tastes offering dynamic and enticing Mediterranean dishes specially designed by El Palace's top chefs!

08:30 Check-In and Welcome Coffee 

09:00 Opening Address from the Chairman/ Recap of Day 1

CRAFTING FUTURE WORKPLACES

09:10 Case Study: 

UX Bubbles: How can good space benefit your business and people

- What are the areas where space can help your organization?
- What is the research behind it?
- How HB Reavis organized this knowledge into a neat pyramid filled with bubbles?
- How well you know this already? (a short quiz)

Michal Matlon
User Experience
HB Reavis



10:00 Case Study: 

New ways of working: Atos initiatives and key skills needed beyond 2020 *

- Why innovate? How do we manage innovation in Atos Research Innovation Hub? Examples from Atos Research (i.e own methodology for innovation management)
- From R&D to the market, are we ready for the change? (examples of various research projects)
- Future research trends: Arts and creativity initiatives (industry cooperation with University / promoting innovative leadership and train the leaders of the future) related to the paper "The future of work", Atos vision.

Malena Donato
Business Development Innovation
Consultant & Facilitator
Atos



10:40 Morning Coffee and Networking Break 

11:10 Case Study: 

Living the Work Space

- Transformation from "office" to "work space" concept
- Work space designed only for an specific generation?
- Business needs vs. employee's requirements

Rocío de Villa
Senior Manager, Real Estate and
Environmental Sustainability (RE & ES)
Vistaprint



11:50 Case Study: 

The Force of Seamless Environments

- What is our biggest challenge in creating working environments?
- What do we understand by cultural accessibility?
- Which modules have we implemented?
- What are the possibilities of the future?

Phillip Raum
Teamlead Design/ Architecture,
Construction & Development,
Corporate Real Estate
Zalando



12:30 Business Lunch 

13:30 Team Work Presentations

REVOLUTION IN THE OFFICE: TOWARDS THE FUTURE OF WORK

14:00 Interactive Session 

People powered innovation ...

- In this workshop we will share experiences and knowledge around why and how you can build a structure that can support innovation and change within your organisation, in a structured and fluid way with people at the very core of everything you do.

Peter Mandalh
Founding Partner
WDO



14:40 Case Study: 

Workplace Strategy for the Public Sector; The Administrative District for the Generalitat de Catalunya in Barcelona

- The talk will showcase the workplace strategy that is being created by JLL for a large public building in Barcelona that will host some 2.600 Employees by the end of 2019.
- The presentation will highlight the deep analysis of the current workplace of Generalitat de Catalunya that was done as part of the project, and the subsequent workplace guidelines that have been defined for the new development outside Barcelona, which will raise the bar significantly for the public sector working environments.

Guzman de Yarza
EMEA Head of Workplace Strategy
JLL



15:20 Chairman's Closing Remarks and End of Summit

*TBC

Sponsorship, Exhibition & Speaking Opportunities

Partnering with Luxatia International means more than making the right contacts - it means being an insider, connected to the right people with the right level of influence, and being allied with a globally respected organization and leader within your industry.

To learn more about the benefits of sponsorship, exhibition and speaking opportunities and how to become more involved, please contact us info@luxatiainternational.com

SPOTLIGHT ON OUR SPEAKERS

3rd FUTURE WORKPLACES Summit

29-30 November 2018 | SB Glow Hotel | Barcelona, Spain



Andy Swann
Protagonist / Catalyst
Simple. Better. Human.

Andy Swann is the Founder of Simple Better Human, a leading boutique agency creating fresh perspectives for global brands and complex organizations. He is a passionate experimenter and investigator on the connection between people, work and organizations.

As author of *The Human Workplace*, Andy has become a leading voice in the drive towards people-first organizations and he speaks around the world on the benefits of taking a human approach to organizational development. He is a renowned Facilitator, creating connections and immersive environments for some of the world's best-known companies.

In launching My Amazing Team, Andy created a platform for ideas, inspiration and events. The expanding All About People creative conference series, Catalyst Elite Leadership Workshops and creative client projects sit alongside products like the upcoming Chã Drinks range and ALT+SPACE immersive strategy locations. Through his role as Change Maker with BDG architecture+design, Andy creates people-focused transition programs for behavioral and habit change. He also consults and advises on strategies, techniques and actions for creating amazing human workplaces.

Andy splits his time between Atlanta, GA and the UK, working globally and enjoying every opportunity for adventure and exploration.



Gill Parker
CEO
BDG architecture + design

Gill leads the BDG team, constantly seeking new opportunities for growth whilst pursuing operational excellence.

Gill is responsible for CSR within the company, and recently served as a Director of Heart of City and Chair of Whitechapel Mission.

Her career in commercial design spans three decades, during which she has worked with a world class client portfolio of projects around the globe. During her tenure BDG has won numerous industry accolades including the prestigious BCO 'Best of the Best' award for PwC, and most recently two Innovation awards. Gill was also recipient of the Mixology Lifetime Achievement award for her contribution to the industry.



Paula Aitkenhead
Global HR, Well-being Specialist
Schneider Electric

Paula Aitkenhead, 47 years old, joined Schneider Electric in 2003 and has held the position of Global HR Well-Being Specialist since 2015.

Paula began her career in her homeland, New Zealand, in 1988 with a horticultural trading company and moved to France in 1992 with the intention of travelling Europe for 3 years, starting with France. 27 years later, Paula is still in France. During this time she has worked within diverse and varied occupations and structures such as; equestrian, Montessori teaching, architecture, publicity, event management, investment banking, international labour standards, recruitment, then in 2003 she joined the strategy & acquisitions department in Schneider Electric, Paula was attracted to the values of the company. Her roles within Schneider then evolved to communication, industrial design, Cool Site Global program manager, and today she is the Global HR Well-Being Specialist.

Passionate about people and well-being, Paula integrated the global Well-Being team in Schneider Electric at the time of its build phase. She is also co-designing and teaching a wellbeing educational curriculum at an International Business School in Paris.

Paula graduated from l'Ecole Nationale Supérieure de Création Industrielle (ENSCI) in 2013. She holds a Specialised Masters degree in "Innovation by Design". She is currently undertaking a diploma in Positive Psychology and Wellbeing.



Guzman de Yarza
EMEA Head of Workplace Strategy
JLL

Guzmán is currently the Head of Workplace Strategy & Design at JLL Spain, one of the leading real estate consultancies in the world having presence in 200+ offices in more than 80 countries. From this position he is assessing some of the most innovative companies and corporations in ways in which they can improve their performance through interventions in their working environments. He has developed some large scale projects such as the new HQ for Groupe Renault Spain or the Workplace Strategy & Change Management for a new 45.000 m2 building in Barcelona that will be hosting 2.800+ employees of the Catalan Government, among others.

Before joining JLL he was one of the four founders of the architectural firm J1Arquitectos, an award-winning office of architecture based in Madrid where he was involved in the designing of residential and commercial buildings, educational facilities and other typologies including interior design and master planning.

Some of his works were awarded and published internationally in media like *Arquitectura Viva*, *The Phaidon Atlas of World Architecture*, *C3* in Korea, *Dezeen*, *Architizer* and many other online and offline magazines around the world.

As a scholar he is currently the Academic Director of the Master in Strategic Design of Spaces at the IE School of Architecture and Design, and international graduate program designed in partnership with the Royal College of Art in London that is educating professionals in the design strategies of the spaces that foster innovation.



Peter Mandalh
Founding Partner
WDO

Peter is from the very north of Sweden, where the northern lights and the midnight sun generate fuel for new ideas and new ways of working.

He has worked with societal and organisational change and development for over ten years, from development and planning to in-the-room workshops, on projects ranging from new product development and service design to strategy and future communications.

He is constantly thinking about where technology is taking us and is passionate that people be at the very core of all activities.

Peter is a founding partner of WDO, a small team of business design and innovation specialists working with customers all over the world, from their offices in Skellefteå, northern Sweden.



Eduardo Hermanovich
GSC, Vice President Real Estate
Schneider Electric

Eduardo Hermanovich, 53 year old, joined Schneider Electric more than 20 year ago and has held the position of VP Global Real Estate since 2017.

Eduardo began his career in his homeland, Buenos Aires, Argentina and in 2012 he was moved to Bogotá, Colombia as Country President at Schneider. In 2012 he was moved to Barcelona, Spain where he is based today.

Marketing, sales, quality, Human Resources, business leadership have been the areas where Eduardo has developed his career in Schneider, acquiring a good understanding of Schneider Business in the different regions and countries. He has been exposed to multi country and multi-cultural positions that enriched his leadership and skills.

Eduardo is passionate about business transformations and people and he loves playing golf and sailing.

Eduardo is graduated from *University of Rosario, Argentina* as Electronic Engineer.

SPOTLIGHT ON OUR SPEAKERS

3rd FUTURE WORKPLACES Summit

29-30 November 2018 | SB Glow Hotel | Barcelona, Spain



Phillip Raum

Teamlead Design/ Architecture Construction
& Development Corporate Real Estate
Zalando

Phillip Raum joined Zalando in 2017 and is currently leading the DNA (Design & Architecture) Team within Corporate Real Estate at Zalando. Phillip studied architecture at Leibniz University in Hannover and at College of Architecture University of Nebraska. He plans across the board in the areas of office, logistics and retail expansion. Phillip develops the working worlds of the future at Zalando.



Mireya Juárez

Workplace Strategy and Experience Lead in EMEA
HP

Mireya Juárez is one of the pioneers, in Spain, of Design Strategy, Service Design, Design Thinking and Design Research. She has over 15 years of experience in a wide variety of projects related to Innovation for a several companies in most of the sectors such as Banking, Telecom, Insurance, Goods, Pharma, Health. She has a long career experience as a Consulting Firms as Head of Design Research and Design Strategy. She has led many Programs based on Human Centric Approach in order to provide large companies new business strategies, new products and new services according to the New 21st Century Market Context.

She joined HP Corporate Real Estate as Lead of the Workplace Strategy and Experience in EMEA region in order to apply Innovation and Employees Experience in Workplace and better connect with the Business needs. Her role also leverages the tools of Ethnography and Business Strategy to help the organization to make more data-driven and people-centric real estate decisions. With an architecture background she has developed her career to rise the role of Design in organizations and business.



Guillaume van Eeckhout

Global Lead, Smart Office program
Siemens

Guillaume is the Global Lead for the Smart Office Program, focused on leveraging Siemens' digital innovation to transform the way people experience their workplace and enhance building productivity.

Prior to joining Siemens in 2017, Guillaume lead business development efforts for EnerNOC (now EnelX)'s suite of Energy Intelligence Software solutions in the UK, and spent the earlier part of his career with SNL Financial and S&P Global Market Intelligence, where he lead the sales of analytical software solutions to global financial institutions across Europe.



Sven Poguntke

Consultant, Facilitator
& Book Author

Sven Poguntke is based in Germany and for the last 14 years he has worked nationally and internationally as an Independent Consultant, Facilitator, Management Trainer, Keynote Speaker, Book Author and University Lecturer. His clients are mostly global companies. Sven is a specialist for Ideation-/Innovation- and Business Design Tools such as (Service) Design Thinking, Design Sprints, Blue Ocean Strategy, Business Model Canvas & Value Proposition Design, SCRUM, as well as a certified facilitator for the Lego® Serious Play® Method. Sven has a background in Business Administration (University Mannheim/Germany and University of North Carolina/USA). Earlier in his career he has worked in Strategic Management for a public transport company, as a Senior-Consultant for a major German Consultancy and most recently as a Visiting Professor for Design Thinking and Innovation. He is author of the book „Corporate Think Tanks“ published by Springer/Gabler.



Malena Donato

Business Development Innovation Consultant & Facilitator
Atos

She's part of the Innovation Hub, at the Atos Research & Innovation group in Atos Spain. She has about 15 years of experience and coordinates R & D projects within the European Commission's Horizon2020 program on issues such as smart cities and technological innovation. She co-leads the team organizing internal workshops on innovation and creativity in Atos Iberia. She's facilitates workshops on Design Thinking, innovation, creativity, disruptive ideas, business model canvas, value proposition among others and is co-author of Atos' own methodology for disruptive ideas & innovation workshop. She's Design Thinking Certified Facilitator, by Lombard Method and ACPS Certified Consultant - Advanced Creative Problem Solving by Actitud Creativa. She holds a degree in International Relations at The American University, Washington DC, USA and a master's Degree in Economics & Cooperation, at Madrid Universidad Complutense in Spain.

Her current research interests are open innovation, innovation management, blockchain in education, digital workplaces and smart cities. Her expertise focuses on business planning, market analysis, business development and dissemination activities for European Information and Communication Technology Research projects. She thinks that digital transformation is not only about systems, but people!



Michal Matlon

User Experience
HB Reavis

Michal is a user experience specialist at HB Reavis, an international workspace provider. With background in applied psychology, he's exploring how our environment affects our thinking, feeling and behavior and what it means for the business world. In the past year, he was co-managing the process of research and design of new HB Reavis headquarters, as well as the change management process during this project.



Rocío de Villa

Senior Manager, Real Estate and
Environmental Sustainability (RE & ES)
Vistaprint

Joined Vistaprint in May 2011 and I am currently playing the role of Senior Manager, Real Estate and Environmental Sustainability (RE & ES), mainly focused on office, special projects and property & asset management.

I have been always developing my professional career in the construction and RE sectors, starting as pure engineer then managing a technical office, to currently manage most of the project that has an impact in our current or new offices. As part of the RE&ES team, we are continuously developing the work space concept in Vistaprint, designing the new space according both business needs and employees' expectations, designing for innovation and flexibility, but not forgetting elements such as collaborative and evolving generations.

I am passionate about all kind of sports, but have a preference for basket and rugby
I have studied Civil Engineer in BCN and finished my MBA by ESADE in Sydney



Bettina Reichart

Project Leader HR New Workspace
Lufthansa

Bettina Reichart has been the HR responsible for Lufthansa New Workspace since 2013. She is a lawyer and has been working in various positions in Lufthansa's HR department for the last 20 years. Within the department of Corporate Cultural Transformation she is responsible for the change management process, labour law and HR issues regarding Lufthansa New Workspace.

Since 2013 the New Workspace project team has moved about 4000 people in the Lufthansa Group in a new work environment.