

WORKTECH™ 13 Helsinki

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WORKTECH



2003-2013

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VIP INVITATION



MONDAY 2ND DECEMBER 2013

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IFMA
International Facility Management Association

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The Finnish Facility Management Association

CONFERENCE VENUE: Scandic Marina Congress Center, Helsinki



WORKTECH13 Helsinki is the forum for all those involved in the future of work and the workplace as well as real estate, technology and innovation.

This is our first WORKTECH conference dedicated to the Nordic region and 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.

Join over 100 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 has been held at locations around the world, including: London, Melbourne, San Francisco, Singapore and Sao Paulo.

THEMES

- Working the future
- From paperless to peopleless offices
- Work and wellbeing
- Productivity and the workplace
- "Co-hubitation" – the art of co-working

LEADING INTERNATIONAL SPEAKERS



NOKIA

Juha Olkinuora, Vice President
of Workplace Resources, Nokia



A? Aalto University

Suvi Nenonen,
Dr., Research Manager,
Aalto University



**THE HELEN HAMLYN
CENTRE FOR DESIGN**

Jeremy Myerson,
Director, Helen Hamlyn
Centre for Design



Tytti Bergman,
Vice President,
Human Resources, Alko Oy



Kari Halinen,
CEO, Art and Design City
Helsinki Ltd



Nordea

Tapio Saarelainen,
Executive Adviser and BA
Risk and Compliance Officer,
Nordea

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Professor Jeremy Myerson
Helen Hamlyn Centre for Design
Royal College of Art



9:00 Registration – Coffee

9:30 Chairperson's Opening Remarks

Theme: Working the Future

9:40 Enhancing Productivity during Continuous Change – *Case study*

Juha Olkinuora, Vice President of Workplace Resources, Nokia

10:10 Paperless to Peopleless Offices – *Panel discussion*

Juha Olkinuora, Vice President of Workplace Resources, Nokia
Olli Niemi, Adjunct Professor, University Properties of Finland
Tytti Bergman, Vice President, Human Resources, Alko Oy

10:50 Working Change: Connecting People – *Case study*

Tapio Saarelainen, Executive Adviser and BA Risk and Compliance Officer, Nordea

11:20 Networking Break – Morning Coffee

Theme: Health and Wellbeing

11:50 Noises Off for Productivity? Acoustics@Work

Valtteri Hongisto, Professor, Finnish Institute of Occupation Health

12:20 Work-Life Balance: Scandinavia's Next Export Boom?

Philip Vanhoutte, MD EMEA Plantronics

12:50 Lunch

Theme: Productivity and the Workplace

1:30 Office Welfare and Conflicting Environments

Khristina Bodin Danielsson, Researcher, Stress Research Institute and Office Specialist, Brunnberg & Forshed

2:00 Thinking Space I

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

2:40 Networking Break – Afternoon Coffee

3:10 Thinking Space II

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

3:30 Developing Future Work – *Panel discussion*

Andreas Lundberg, Business Developer, Skanska

Theme: The Future at Work

4:00 Smart Kalasatama in Helsinki – *Case study*

Kari Halinen, CEO, Art and Design City Helsinki

4:30 "Co-habitation" – the Art of Co-working – *Panel discussion*

Suvi Nenonen, Senior Researcher, Department of Civil and Structural Engineering, Aalto University,
Ray Lindberg, Founder, Integrator

5:00 Chairman's Closing Remarks – followed by Conference Close



NOKIA

Juha shares how Nokia's workspace has evolved and adapted to rebuild the workforce, create more collaborative space for product design and enabled leadership teams to take responsibility for upgrading their various global sites.



NOKIA



Is presenteeism the new(old) order, or has the office become catalyst for true workplace change? As attitudes and behaviour change, how can organisations adapt?



We all know when a workspace doesn't work acoustically, but how can organisations develop more effective open planned environments that address the needs for a balanced environment to enhance productivity? Valtteri shares the latest findings and outcomes from his holistic approach to finding the solution.



Supporting organisations to develop their ways of work and to collaborate with others is a key drive for developing the new Hub City in Helsinki. Kari shares how they are developing, and deploying, social media, "light" authentication and living lab-tools to support both virtual and physical citizens attracted to the area and to create a vibrant and creative community.



A? Aalto University

As organisations focus on their core strengths and activities, and the nature of the traditional employer/ee relationship changes, there's a growing trend for people to use co-working spaces as an alternative to commuting to the office. Our panellists share their experiences on how these spaces need to develop a narrative-style that reflects their customer-base.



Nordea

With major moves ahead, Nordea is taking the opportunity to redefine the way the bank works. Providing 10,000 employees with new activity based work spaces has its challenges. Tapio shares the latest on how they are helping to redefine the expectations of banking work.



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Scandinavia are world leaders in innovation. The mobile phone, Skype, safety belts and angry birds all came from the Nordics. Their knowledge, technology and creativity is world leading along with their philosophy to work life balance. Philip Vanhoutte explores this and how it is set to become their next export boom.



As organisations strive to increase productivity while reducing costs, Kristina explores the key tenets that different industries need to consider to reduce conflict in the workplace.



Time to 'shift the conversation' so that you can leave with some actionable insights from the conference, so far. Your chance to take the stage and report back the changes you are looking to make.



SKANSKA

As the gap between physical and virtual space blurs, developers are looking at how to deliver the workplaces of the future. Through their innovative Commercial Development Nordics programme, Skanska and their partners share their vision of how they can help deliver the best performing workplaces for clients.

OUR VENUE



Monday 2nd December 2013 Helsinki

Scandic Marina Congress Center is a unique congress venue located right in the heart of the city.

The waterfront location, only a short walk from Helsinki centre, makes Marina Congress Center an incomparable venue for conference and gala events.

WHO'S COMING?

This event will be vital for Business & Strategy Executives, Real Estate Professionals, Facilities Managers, IT Directors & Executives, Architects & Designers, Management Consultants, HR Professionals, Academics & Researchers

Who should attend:

- Heads / Directors / Managers of Real Estate
- Heads / Directors / Managers of Real Estate Strategy
- Heads / Directors / Managers of Workplace
- Heads / Directors / Managers of Facilities
- Heads / Directors / Managers of IT
- Heads / Directors / Managers of HR
- Heads / Directors / Managers of Change
- Architects and Designers
- Property Owners and Developers
- Property Investors
- Property Agents

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

WHAT OUR PAST DELEGATES SAID

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

Delegate, **Johnson & Johnson**

"Collaborative event providing ideas & networking that are productive & essential for success in our area."

Delegate, **Cardinal Health**

"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**

"Great speakers – very forward thinking speakers – must attend!"

Delegate, **Chevron**

"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."

Delegate, **Kirkland Ellis**

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

Delegate, **Coca Cola**

PAST WORKTECH SPEAKERS INCLUDE



Frances Cairncross, Business Editor, The Economist, WORKTECH05 London



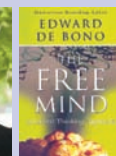
Michael Joroff, Senior Lecturer, MIT School of Architecture, WORKTECH05 London



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



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



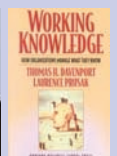
Edward de Bono, Author, WORKTECH10 London



Alain de Botton, Philosopher, WORKTECH09 London



Charles Handy, Author, WORKTECH06 London



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

RESERVATION FORM

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	Price per delegate	Number of delegates	Total Cost
WT13 Helsinki VIP rate	Euro €263.25 / UK £225.00		
TOTAL			

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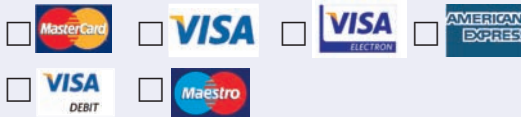
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