



smart office | Office of Tomorrow

Future Performance Location | Working Worlds after Corona



Sandra Breuer
combine



Matthias Schmidt
CA Immo



Bertram Barth
Integral - Sinus



Sabine Zinke
M.O.O.CON



Kay Mantzel
Microsoft



Pawel Krolkowski
CBRE



Frederik Bellermann
Wilkhahn



Holger Knuf
i2fm

10.& 11.
06.2021

 Welcome

On 10. & 11.06.2021 we will present our new conference smart office | The office of tomorrow for the first time. Over a period of 1.5 days, the event will deal with topics relating to the future of our everyday office working life and is aimed at all those who plan, build and equip offices.

Information and communication technologies have always driven the development of the office world. Today, the focus is on technological, virtual or digital innovations in the areas of software & hardware and the increasing progress in the area of smart buildings.

Our office work is becoming increasingly independent of time and place, and the office itself is becoming more and more important as a platform for communication and cooperation. smart.office looks at how new developments affect office planning, project development, space planning and furnishing, and presents voices, forecasts and analyses on the subject. Of course with a special focus on the effects of the recent crisis on the office & working world.

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In her opening speech Sabine Zinke | M.O.O.CON, an expert on organisational planning and change management, will address the question of whether and to what extent Corona will change our working worlds in a sustainable way. Bertram Barth | Integral – Sinus will present developments and forecasts on the changing processes with regard to employees, and Matthias Schmidt | CA Immo will show the future of the office (building) with the help of cube berlin, which sets new standards as a smart commercial building.

With Pawel Krolikowski, Managing Director of CBRE Germany we will take a look at the German office real estate sector after Corona. Interconnection Consulting will show a market analysis of the international office furniture market with focus on the consequences of the crisis. Holger Knuf | i2fm will shed light on the most important tasks of FM in the planning and management of office workplaces and Frederik Bellermann | Wilkhahn presents new approaches to workplace design following the New Work Trend.

Kay Mantzel | Microsoft traces the question of how much Corona is changing the culture of work. We will conclude the conference with the mastermind Sandra Breuer | combine Consulting, to look at how our working environments will change in the future.

I look forward to welcoming you personally



Dr. Frederik Lehner
Geschäftsführer, Interconnection Consulting

Keynotes



Working Worlds of Tomorrow

**Dr. Sandra Breuer | combine Consulting
Managing Partner**

Dr. Sandra Breuer develops strategies and concepts for business properties. Her focus is on the development of location strategies and the user-specific conceptual design of modern working environments. In her keynote, the expert for future-oriented office concepts will provide orientation and inspiration. Her impulses are always fresh, inspiring and personal. She draws inspiration time and again from her own projects with national and international companies and from the exchange with her outstanding network of top experts and leaders.

11.00
11.06



Office of Tomorrow | Cube Berlin

**Matthias Schmidt | CA Immo Germany
Managing Director & Head of Development**

Matthias Schmidt is Managing Director & heads the development of CA Immo Deutschland. The expert has many years of experience in project development. He holds a degree in industrial engineering, real estate economics and is a graduate of IREBS in Regensburg and MRICS. He will speak about the office of tomorrow using the example of the *cube berlin*. the solitary building sets new standards aesthetically and technically as a smart commercial building: Intelligent building technology recognises the user's requirements and wishes at any location and adapts optimally. Companies and employees will find an urban space that can withstand the demands of work life not only today but also tomorrow.

11.00
10.06



The Mindset of Future Employees

**Dr. Bertram Barth | INTEGRAL - SINUS
Managing Partner**

Dr. Bertram Barth is Managing Partner of INTEGRAL - SINUS (Vienna, Heidelberg, Berlin). He is intensively involved with individualization and lifestyles, market communication and market forecasts as well as new communication technologies. Another focus of his work is the institute's own Sinus Milieus, which must be kept up to date at all times. In this context, he also deals with the employee of tomorrow and presents current developments and data.

09.50
10.06

Keynotes



The World of Work After Corona

How the crisis is changing our offices - or not?

Mag. Sabine Zinke | M.O.O.CON
Partner

09.10
10.06

Sabine Zinke is partner at M.O.O.CON and psychologist with an affinity for architecture. She advises organisations in the development and implementation of new working worlds. Her many years of experience in human resources and organisational development in various corporations form a sound basis for her current work at M.O.O.CON. She is an expert for organisational planning and change management and deals with topics such as activity based working and the accompaniment into new working worlds.



#worklifeflow: The Future of Work is ...

Kay Mantzel | MICROSOFT Germany
Experience Lead

09.50
11.06

What does the future of the world of work look like? How must it be shaped? How do I attract and retain talent? If everything is cool and hip, where is Mr. Müller's rubber tree? Where does Ms Schmidt find the right working environment to do her job? How do Mr. Müller and Mrs. Schmidt talk to each other when they are both not in the office? Has the office become obsolete as a place to work? How lastingly will Corona change the culture of work? Kay Mantzel has more than 25 years of marketing experience in the IT industry. In his current role at Microsoft Deutschland GmbH as Experience Lead, he is responsible for the display concept of the new German headquarters in Munich.



The German Office Property Sector Post Corona

Pawel Krolikowski | CBRE Germany
Managing Director & Head of Workplace Consulting

13.45
10.06

Pawel Krolikowski has been Managing Director of CBRE in Germany since September 2014 and heads the Workplace Consulting business line. The division is concerned with the identification, design and improvement of office space concepts, taking into account all user needs. In contrast to the isolated development of workplace concepts, CBRE's integrated solution takes market and feasibility into account and assures consistent solutions from concept to market analysis and implementation. In his presentation, he deals with the consequences of the crisis on the industry.

Keynotes



Human Centered Office & New Work

Frederik Bellermann | WILKHAHN
Strategic Marketing Manager

Frederik Bellermann is Strategic Marketing Manager at Wilkhahn and an expert on modern working environments. He is a competent partner for interior designers, architects, interior designers and companies when it comes to intelligent solutions for flexible office environments. After a successful career as Workplace and Change Consultant at combine Consulting, he now develops product and service innovations and deals with trends in the field of New Work.

09.05
11.06



*What FM Professionals Should
Contribute to Office Planning*

Holger Knuf | i2fm
Managing Partner

Holger Knuf is managing partner of i2fm - International Institute for Facility Management, which has its main area of responsibility in FM development. He is a proven expert in all areas from the operative business fields of the facility services industry. In his presentation, the co-founder of the European Certification Commission, which was initiated in 2014, shows the tasks of FM in the planning and management of office workplaces.

15.45
10.06



Office Furniture Markets in Europe

Dr. Frederik Lehner | Interconnection Consulting
Managing Partner

For over than 20 years now, Dr. Frederik Lehner has been head of the marketing and market research institute Interconnection Consulting, which develops individual solutions in the areas of strategy, sales optimisation and B2B marketing. In his lecture he will present a compact analysis of the office furniture markets in Europe with a view to global developments. Market development, market drivers and trends, as well as the effects of the crisis will be presented.

14.30
10.06

Networking

Our target group & whom you will meet

Our specialist conference sees itself as a communication platform between all those who plan and construct office buildings, equip them and those who use them. Our target group are managing directors and decision-makers in purchasing and sales in the project development and architecture segments, office furniture manufacturers & software developers and facility managers. You will meet experts from business and science.

What To Expect ...

Expert presentations
Panel discussion
& Think Tanks
Award ceremony
Closing Words

Office furniture |
Manufacturer & Partner
Project developer, planner
& Architects
Soft- & Hardware Developer
facility management
Economic experts

.. & Whom You'll Meet

Future Performance Location | Working Worlds after Corona

Digitisation & technologisation of the world of work and its impact on the workers of the future, the effects of the crisis on the world of work Employee commitment, smart building services engineering and workspace design. Architectural-psychological aspects of the Modern Workplace and the "New Work" trend up to a fact check on the office furniture market are the core topics of the forum. In keynote speeches, empirical market analyses and open panel discussions, these topics will be addressed over 1.5 days by cross-industry expert opinions. In addition, the presentation of the smart.office awards and an evening event on 10.06.2021 will round off our event.

The working world after Corona | Working worlds of the future

The employees of the future | Status quo of employee commitment

Office of the future | using the example of the Cube Berlin

The German office property sector after Corona

The office furniture markets in Europe & worldwide

What FM-ers should contribute to office planning

Human Centered Office & New Work

#worklifeflow: The future of work is ...

Digitalization of
the working world
Smart Buildings
Project Development
Software & Architecture
Market Potentials

Agenda

10.06.
2021

- 09.00** Welcome & Opening Words | Frederik Lehner
- 09.10** **The World of Work After Corona**
Sabine Zinke | M.O.O.CON
- 09.50** **The Mindset of Future Employees**
Bertram Barth | INTEGRAL – SINUS
- 10.30** Coffee Break
- 11.00** **Office of Tomorrow | Cube Berlin**
Matthias Schmidt | CA Immo
- 11.40** **PANEL: Person of Tomorrow – Work of Tomorrow and Office of Tomorrow**
Discussion with | Sabine Zinke | Bertram Barth | Matthias Schmidt
- 12.15** Lunch Break
- 13.45** **The German Office Property Sector Post Corona**
Pawel Krolikowski | CBRE Deutschland
- 14.30** **Office Furniture Markets in Europe & Worldwide**
Frederik Lehner | Interconnection Consulting
- 15.15** Coffee Break
- 15.45** **What FM Professionals Should Contribute to Office Planning**
Holger Knuf | i2fm
- 16.30** AWARD CEREMONY smart.office Awards
- 18.00** Evening Event

Agenda

11.06.
2021

- 09.05** **Human Centered Office & New Work**
Frederik Bellermann | WILKHAHN
- 09.50** **#worklifeflow: The Future of Work is ...**
Kay Mantzel | MICROSOFT
- 10.30** Coffee Break
- 11.00** **Working Worlds of Tomorrow**
Sandra Breuer | combine Consulting
- 11.40** **PANEL | How Do You Combine Hardware, Software & Architecture**
Frederik Bellermann | Kay Mantzel | Sandra Breuer
- 12.15** Closing Words

Secure your ticket in advance ! **Our EARLY BIRD until 26.02.2021**

Secure your ticket for smart office. Online registration only. In addition to our single ticket and the EARLY BIRD single ticket, we also offer a group discount and an online ticket. Further information can be found here:

Information
around
Corona

EARLY BIRDS
26.02.2021
€ 200,- discount

Organization

TICKETS | PRICES

SINGLE EARLY BIRD	€ 950.- € 750.-
up to an including	26.02.2021
GROUP	4 for 3
ONLINE	€ 599.-
Partnerkarte Abend	€ 50.-

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Anfrage

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