

Worktech 04 - The Wireless Workplace - business conference

Submitted by: Articulate Communication

Monday, 15 November 2004

Venue: The British Library, London

Date: Monday 22 November 2004

9.30am – 4.30pm followed by drinks reception

Some press tickets available - see below:

Worktech 04 explores the impact of 'convergence', where the worlds of technology, design and the property industry are colliding to challenge our assumptions about how and where work takes place.

Worktech 04 – a new conference unifies commercial property requirements, organisational behaviour, information technology developments, workplace design and architecture into a single and inter-related discussion. These seemingly disparate topics and administrative responsibilities are of increasing collective importance for business and financial management. The British Library, London's busiest wireless hotspot, is the appropriate host venue for the conference which brings together experts to present their views and findings on intertwined themes which have radical implications for the workplace and working practices.

An Innovation Zone - a showcase of new and conceptual information technology from Hewlett Packard, Toshiba, BT, Philips, and Plantronics with Skype, augments the conference, providing tangible evidence about its application and implications for the workplace. Practical demonstrations, utilising the British Library's wireless hotspot broadband facilities put the speakers' theories into practice.

Chaired by John de Lucy, head of Estates and Facilities at the British Library, the speakers include: Erik Veldhoen, founder of Veldhoen + Company – provides insight into projects such as Interpolis, which have set new standards for integrating wireless technology into the workplace – The Art of Working. Professor Peter Cochrane, formerly BT's Chief Technologist and founder of ConceptLabs – Business on the Move.

Professor Irene McAra-McWilliam, Head of Interaction Design at the Royal College of Art

Professor Jeremy Myerson, Innovation RCA and author of the 21st Century Office – Royal College of Art's Future Vision

Nick Pell and Doug Streeter, Swanke Hayden Connell – Architecture and Design in the wireless age

David Firth, author of Corporate Voodoo and The Corporate Fool – Getting people to change

Philip Ross, founder of the Cordless Group and the author of the Wireless Workplace Report – The Wireless Workplace – to be launched at Worktech 04.

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Notes for editors: In 1994 Philip Ross presented the Cordless Office Report – a seminal piece of research which anticipated the impact of technology on the office. It was greeted with intellectual interest and some scepticism, however, much of its forecast has become fact. At Worktech 04, Philip Ross returns to the themes with a new survey – The Wireless Workplace Report - which offers conclusive evidence and new considerations for tomorrow's dynamic work environment.

Three case studies offer practical advice for organisations implementing wireless strategies. They are: Darren Laurie, ProvCurve Networking by Hewlett Packard – Mobilising your workplace; George Bartley, Managing Director of Building Zones – Revenues from hotspot services; Marc Meyohas, City Space – Urban digital networks and the Bristol development.

Professor Irene McAra-McWilliam heads interaction design at the Royal College of Art. An expert in design, psychology and technology, she was formerly Director of Design Research and Development at Philips Electronics in the Netherlands.

150 senior delegates are expected, representing companies including BBC, Glaxo Smithkline, Price Waterhouse Coopers, McDonalds, The Environment Agency, Ahrend, Kinnarps UK, Nationwide Building Society, The Science Museum, Deutsche Bank, BDP, orangebox, Stanhope, DEGW.

Ahrend, the leading Dutch office furniture company is sponsoring Erik Veldhoen at Worktech 04 having worked with Veldhoen + Company to design new furniture which integrates the demands of technology.

There are a limited number of press tickets available - for further information please contact:

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