

*In-person & Online
Passes Available*



10th Smart Workplaces Summit

9-10 October 2025

Hotel Eurostars | Berlin, Germany

www.luxatiainternational.com

10th Smart Workplaces Summit

9-10 October 2025 | CEST
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Register Now & Save €300

CHAIRMAN



Florent Duperrin
Associate Director – Interior
Design Practice Area Leader
AtkinsRealis



Patrick Hiebert
Country Lead DACH
LumApps



SPEAKER LINE-UP



Frédéric Ciuntu
Real Estate Director
L'Oréal



Andreea Frum
Developed Markets Cluster
& Hospitality Program Lead,
Global Workplace Experience
Pfizer



Alexander Danisch
Workplace and
Property Director
Ubisoft



Anja Rikken
Manager - Interior
Design Retail
Zalando



Silvia Fraser
Director of Workplace
Strategy and
Transformation
Metrolinx



Svenja Preß
Senior People
Operations Manager
SoundCloud



Peter Baumann
COO Global Real
Estate & Facilities
SAP



Jason Oak
Director Workplace Design
Global Engineering
and Real Estate
AstraZeneca



Jelena Drazic
Corporate Real Estate and
Workplace Management
Berlin & Europe
ASML



Geoffrey Timmer
Creative Director
Colliers



Przemek Kotecki
Director
Transformation Office
Brenntag



Naomi Sakamoto
Principal, Studio Director
Gensler



Daniel Peña
Senior Workplace
Collaboration Engineer
Sika



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We are pleased to announce the launch of the **10th Smart Workplaces Summit**, which will take place on the **9th-10th of October 2025 in Berlin, Germany**. Following the success of its nine previous editions, this event will delve into the future of workplace innovation, highlighting the latest in intelligent work technologies, immersive virtual experiences, smart retrofitting solutions, and the evolving role of AI in enhancing workplace productivity and collaboration. This edition will also focus on emerging trends in corporate design, the transformation of offices into sustainability hubs, and strategies for enhancing resource efficiency and workplace resilience. Through expert-led discussions, the summit will offer actionable insights on how to modernize operations to stay ahead in a rapidly changing business environment. Join industry leaders and experts for two days packed with networking opportunities, practical case studies, and hands-on workshops, and shape the next generation of smart workplaces.

Key Practical Learning Points

- Accelerating the Evolution of Workspaces with Intelligent and Adaptive Technologies
- Restructuring Work Dynamics and Environments to Align with the Digital Age
- Exploring Practical Examples of Cost-Effective Smart Office Modernization
- Leveraging AI to Automate Workplace Operations and Improve Efficiency
- Building a Cyber-Resilient Workplace to Safeguard Operations
- Designing Next-Generation Offices with Metaverse 2.0 Technologies
- Upgrading Existing Offices for the Future Without Demolition
- Achieving Net-Zero Emissions by Integrating the Latest Design Practices
- Balancing Automation and Human Empowerment in the Modern Workspace
- Reducing Energy Consumption in the Office through Smart Solutions
- Finding Innovative Design Solutions for Intelligent and Fluid Workspaces

Take A Look At Our Previous Edition



Venue

Hotel Eurostars Berlin



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Who Should Attend

This summit is a must-attend event for senior-level professionals dealing with:

- Workplace Strategy & Planning
- Digital Workplace
- Workplace Technology Integration
- Workplace & Employee Experience
- Real Estate
- Smart Building Solutions
- Workplace Safety
- Workplace Resilience & Agility
- Inclusive Workplace Design
- Change Implementation
- Corporate Space Planning
- Workplace/Architectural Design
- Facility Management
- Business Transformation
- Digital Transformation
- Sustainability in the Workplace
- AI-Driven Workplace Innovation
- & Others

Previous Attendees Include



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08:30 | CEST Check-In and Welcome Coffe ☕

09:00 Opening Address from the Chair

09:10 “Breaking the Ice” Speed Networking Session

BEYOND DIGITAL: THE NEXT ERA OF INTELLIGENT WORKPLACES

09:50 SPONSORSHIP SLOT



From Static Portals to Intelligent Intranets: How AI Transforms the Employee Experience

Traditional intranets were built as static repositories - good at storing information, but poor at engaging people. Today's workforce expects more: personalized, intuitive, and connected digital experiences that mirror the consumer apps they use every day. Artificial intelligence is making this possible.

In this session, LumApps will explore how AI is transforming the intranet into a truly intelligent digital workplace hub. We'll showcase how machine learning and generative AI can deliver tailored communications, surface knowledge in context, and provide employees with a digital colleague that anticipates their needs. From onboarding to career development, AI-powered intranets enable organizations to deliver engaging, seamless employee journeys at scale.

Patrick Hiebert
Country Lead DACH
LumApps



10:30 Case Study: 🔍

House of Games Berlin: Practical Application of Current Workplace and Real Estate Trends

We'll take you inside House of Games Berlin, a forward-thinking workplace concept that brings today's real estate and workplace trends to life.

From flexible space design and experiential environments to tech-enabled functionality and sustainability integration, this case study demonstrates how to translate global trends into tangible, business-aligned spaces. You'll gain practical insights into the planning, design, and execution processes, stakeholder collaboration, and how to create environments that boost engagement, innovation, and talent retention—all while keeping long-term scalability in mind.

Alexander Danisch
Workplace and Property Director
Ubisoft



11:00 Morning Coffee and Networking Break ☕

11:30 Case Study: 🔍

Beyond Square Meters: Reinventing the Workspace as a Destination

- Workspaces have outlived the post-COVID return-to-office narrative. What's next?
- Why "experience" and "destination" are more than buzzwords - and how to measure their impact.
- Lessons from global implementations: how to plan and operate flexible, meaningful spaces.
- A forward-looking view: blending physical, digital, and emotional layers of the workplace.

Peter Baumann
COO Global Real Estate & Facilities
SAP



12:00 FIRESIDE CHAT 🔥

Robots at Work: Redefining Workspaces Through Automation and Innovation

- Automating routine tasks to enhance productivity
- Creating spaces that foster creativity and collaboration
- Enhancing safety protocols with robotics
- Allowing humans to focus on strategic, high-value work

12:30 Case Study: 🔍

Workplace Transformation Roadmap: From Vision to Execution

It showcases how a clear strategy, stakeholder alignment, and data-driven decision-making can turn outdated office environments into future-ready, people-first spaces. Special attention is given to defining measurable KPIs to track progress and impact, with a focus on employee experience, space utilization, and operational efficiency.

- Core Phases - How the transformation moved from initial visioning and concept design through to full implementation.
- KPI Framework - The metrics used to measure both performance and employee experience outcomes.
- Stakeholder Alignment - Strategies for securing buy-in from executives, teams, and end users.
- Execution at Scale - Lessons learned in balancing strategic goals with operational realities.

This case provides a blueprint for organizations aiming to reimagine their workplace as a driver of innovation, collaboration, and long-term value.

Przemek Kotecki
Director Transformation Office
Brenntag



13:00 Business Lunch 🍽️

DESIGNING FOR RESILIENCE: ADAPTABLE WORKPLACE SOLUTIONS

14:00 WORKSHOP ⚙️

Collective Intelligence: How Great Workplaces Make Your Teams Smarter

- How do our workplaces help the workforce do its best work?
- How do we store and transfer knowledge and experiences across a community?
- How can design unlock our team's collective intelligence?

Naomi Sakamoto
Principal, Studio Director
Gensler



14:40 Case Study: 🔍

Daily Bread - Rethinking How We Consume the Workplace

Workplaces should nourish us: creatively, socially, and emotionally. But are we truly engaging with them, or just grazing on the surface?

As work environments become more dynamic, their ability to fuel creativity, collaboration, and well-being is more vital than ever. This session invites you to rethink your relationship with the spaces in which you work - not as passive backdrops, but as living ecosystems.

Through the lens of design strategy, behavioural insight, and inclusive thinking, we'll explore how the environments we shape, and the habits we form within them, impact our resilience, innovation, and growth. Leave with a fresh framework and practical provocations to help you move beyond routine and start consuming your "daily bread" with greater intention.

Jason Oak
Director Workplace Design
Global Engineering and Real Estate
AstraZeneca



15:10 Case Study: 🔍

Harnessing the Power of Flexible & Multi-Functional Designs Integrating a Human Centred Approach

- Dynamic Zones: Create adaptable areas that can easily transform from collaborative spaces to quiet zones, ensuring flexibility and comfort
- Tech-Infused Furniture: Integrate smart furniture with latest technology on the market
- Nature-Inspired Designs: Incorporate biophilic. A workspace that connects with nature can significantly improve employee satisfaction and health
- Interactive Workstations: This human-centered approach ensures that every team member has the tools they need to succeed

Andreea Frum
Developed Markets Cluster & Hospitality
Program Lead, Global Workplace Experience
Pfizer



15:40 Afternoon Tea and Networking Break ☕

16:00 Case Study: 🔍

The Forgotten Spaces of the Office

This session will explore the entire office experience, including the forgotten and hidden spaces employees encounter from the moment they arrive. We will focus on transforming the office's hidden corners - including traditionally functional and transitional spaces - into welcoming areas that foster appreciation and engagement.

We will explore concepts that promote collaboration and meaningful interactions beyond the desk. We will also dive into creating a sense of belonging for employees.

From an interior design perspective, the panel will examine revamping these hidden spaces using tools like furniture, lighting, and graphics to create dynamic, supportive workspaces that encompass the entire office experience.

Anja Rikken
Manager - Interior Design Retail
Zalando



16:30 PANEL DISCUSSION 🗣️

Beyond AI Hype: Balancing Automation & Human Empowerment

This panel brings together cross-industry leaders to explore the real-world impact of AI adoption—beyond the buzzwords. We'll discuss where automation delivers the most value, how to avoid over-automation pitfalls, and what it takes to design systems that augment rather than replace human potential. Topics include responsible AI deployment, workforce reskilling, digital ethics, and maintaining trust in AI-powered environments. Join us for a balanced, thought-provoking conversation on building workplaces where technology enhances, not overshadows, people.

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

18:00 Networking Dinner 🍷

08:30 | CEST Check-In and Welcome Coffe ☕

09:00 Day Two Opening Remarks from the Chair

THE FUTURE OF EFFECTIVE AND SUSTAINABLE OFFICE DESIGN

09:10 AVAILABLE SPONSORSHIP SLOT



Eco-Intelligence: How AI Is Revolutionizing Sustainable Office Strategy

From smart energy management and real-time occupancy analytics to predictive maintenance and carbon footprint tracking, AI is enabling facility and real estate teams to make faster, greener decisions at scale. Discover how AI-powered solutions are helping businesses reduce environmental impact, cut operational costs, and create workplaces that are not only efficient—but regenerative by design. Join us to learn how leading innovators are applying eco-intelligence to build the sustainable office of tomorrow.

09:50 Case Study: 🔍

Greener by Design: How L'Oréal's Paris Office Champions Workplace Sustainability

Discover how L'Oréal's Paris campus exemplifies low-impact design, energy efficiency, and employee wellbeing, while aligning with the company's global environmental goals. From green building certifications and smart systems to material selection and long-term resilience planning, this case study explores what it truly means to design a workplace that reflects both brand values and environmental responsibility. Attendees will gain practical insights into how to embed sustainability across the real estate lifecycle—delivering spaces that are not only efficient and responsible, but built to inspire.

Frédéric Ciuntu
Real Estate Director
L'Oréal

L'ORÉAL

10:30 Case Study: 🔍

Integrating Future-Proof Workplace Strategy with Facility Management Services

A high-performing workplace supports employees' needs and routines, fostering community, belonging, and autonomy. A sustainable and future-proof workplace strategy guides growth, scalability, and a people-focused approach while operational excellence drives results. The ideal workplace balances investment in advanced facility management, thoughtful space planning, and employee engagement to ensure continuity and strong performance.

Jelena Drazic
Corporate Real Estate and Workplace
Management Berlin & Europe
ASML

ASML

11:00 Morning Coffee and Networking Break ☕

11:30 WORKSHOP ⚙️

Moodboard for Smart Spaces: Crafting the Emotional Blueprint of the Future Workplace

A smart workspace isn't just defined by technology — it's shaped by the feelings, culture, and experiences it inspires. In this highly visual, hands-on session, participants will channel their creativity to design the emotional and functional blueprint of a next-generation workplace. Using curated textures, imagery, color palettes, and icons, teams will create moodboards that reflect both the aesthetic vision and the practical needs of a tech-enabled, people-first environment. Guided by design principles and storytelling techniques, this activity blends strategic thinking with artistic expression to help teams envision spaces that connect, inspire, and perform.

- Explore how colors, textures, and imagery influence workplace mood and behavior
- Define the emotional tone and functional priorities for a future-ready smart workspace.
- Curate materials into a cohesive moodboard that balances brand identity with user needs.
- Present and discuss concepts to inspire cross-team creativity and alignment.

Geoffrey Timmer
Creative Director
Colliers



12:30 Case Study: 🔍

Governance as the Cornerstone: Enabling Effective and Sustainable Workplace Strategies

This keynote presentation will explore why robust governance is essential for the successful development and implementation of modern workplace strategies—and how its absence can derail even the most visionary plans. Attendees will gain insights into:

- Designing governance models that bridge corporate real estate, IT, HR, and operations
- Embedding accountability, transparency, and adaptability into workplace transformation programs
- Using governance to support complex decision-making in a hybrid and decentralized environment
- Accelerating results through strategic alignment, policy integration, and stakeholder buy-in

Silvia Fraser
Director of Workplace Strategy
and Transformation
Metrolinx

METROLINX

13:00 Business Lunch 🍽️

14:00 Case Study: 🔍

Flexible Work Models for Cost-Efficiency and Sustainable Growth

Organizations today face growing pressure to optimize resources while safeguarding employee wellbeing. Flexible work models are no longer just a perk—they have become a strategic lever for cost-efficiency and sustainability. Hybrid and remote arrangements can significantly reduce real estate overhead, cut commuting costs, and lower environmental impact, while simultaneously improving engagement and retention. Well-designed policies that balance business needs with employee expectations help companies build resilience and maintain a competitive edge.

People Operations plays a pivotal role in shaping this transformation. By combining smart workplace practices with the right technologies, organizations can align people, profit, and planet—creating strategies that are not only efficient and future-ready but also human-centered.

Svenja Preß
Senior People Operations Manager
SoundCloud



14:40 Case Study: 🔍

Behind the Scenes of High-Performing Teams: Engineering the Tools That Power Collaboration *

In high-performing organizations, seamless collaboration doesn't happen by accident—it's the result of careful planning, engineering, and continual optimization. Collaboration engineers are the unsung heroes who design and maintain the digital workspaces that enable teams to stay connected, productive, and agile at scale.

- **How workplace collaboration engineers support productivity at scale**
From infrastructure setup to user training, these experts ensure that collaboration platforms empower rather than hinder performance.
- **Choosing and customizing the right collaboration stack**
Selecting the right tools involves balancing functionality, user needs, and system interoperability—then tailoring them for maximum efficiency.
- **Lessons from large-scale rollouts and cross-platform integrations**
Successful deployments require clear governance, phased rollouts, cross-team coordination, and a deep understanding of both technical and human factors.

Daniel Peña
Senior Workplace Collaboration Engineer
Sika



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

*TBC

Spotlight On Our Speakers

10th Smart Workplaces Summit | 9-10 October 2025 | Berlin, Germany



Florent Duperrin
Associate Director
– Interior Design Practice Area Leader
AtkinsRealis

Florent is AtkinsRéalis National Interior Design Lead for the UK. He believes good design is about improving people's lives and developing solutions for clients and users. Florent is committed to creating a better environment by design through connecting communities, reinforcing innovation, and promoting wellness. He believes the world is changing fast, and the future holds the potential to create inspiring and creative design that changes mindsets. We can create spaces and settings that inspire, motivate, and educate people. By understanding our client's past achievements and their future needs and aspirations, we can spread awareness through our work. By using inclusive design concepts, sustainable materials, and innovative ideas we can contribute to a movement of change. Florent thinks a good designer can view the world through other people's lenses and shape their environment to suit their needs.



Jelena Drazic
Corporate Real Estate and Workplace Management
Berlin & Europe
ASML

Jelena Drazic is a seasoned real estate professional with over 15 years of experience managing corporate real estate portfolios for leading multinational companies, including ASML, Siemens, and Telenor. She specializes in developing innovative, long-term workplace strategies that enhance both real estate performance and facility management. Jelena is committed to creating high-performing, flexible, and future-ready workspaces through a combination of strategic planning and operational efficiency. Her work is guided by a clear focus on delivering environments that are not only functional but also inspiring and aligned with the evolving needs of modern organizations.



Jason Oak
Director Workplace Design
Global Engineering and Real Estate
AstraZeneca

Shaping innovative, human-centric workplaces that align with business goals, foster inclusivity, and empower thriving communities.

With expertise in workplace strategy, design management, and real estate integration, Jason creates environments that drive collaboration, enhance employee experience, and deliver measurable business impact. He is passionate about combining strategic thinking, data-driven insights, and inclusive design principles to meet the evolving needs of global teams.



Geoffrey Timmer
Creative Director
Colliers

Geoffrey Timmer is a seasoned creative leader with over a decade of experience in design and management, known for crafting inspiring visual narratives, driving creative excellence, and delivering impactful solutions. As Creative Director at Colliers, he leads visionary initiatives that merge strategic insight with artistic flair, guiding cross-functional teams toward groundbreaking outcomes.

Geoffrey's expertise spans creative leadership, artistic direction, and design management, underpinned by a deep understanding of how to translate conceptual ideas into visually compelling executions that strengthen brand identity and messaging. He excels in strategic planning, ensuring every creative endeavor aligns seamlessly with overarching business goals and delivers measurable success.

Having collaborated with diverse, multicultural teams across the globe, Geoffrey thrives in international collaboration, fostering synergy, innovation, and shared vision in every project he leads.



Patrick Hiebert
Country Lead DACH
LumApps

Patrick Hiebert, as the Country Lead DACH at LumApps, is responsible for brand development in Germany, Austria, and Switzerland. With extensive expertise in sales, strategic partnerships, and information technology, he supports companies in their digital transformation. His focus is on optimizing internal communication and enhancing employee engagement.

Thanks to his experience with collaborative solutions and intranets, he helps organizations improve their employee experience – thereby sustainably increasing collaboration and productivity.



Silvia Fraser
Director of Workplace
Strategy and Transformation
Metrolinx

Silvia Fraser is an award-winning public sector leader with over two decades of experience driving transformation across municipal and provincial government. Currently serving as the Director of Workplace Strategy & Transformation at Metrolinx, Silvia leads enterprise-wide modernization efforts that align people, place, and purpose and enhance organizational performance.

Silvia's unique journey began in front-line municipal security and evolved through key leadership roles in social development, corporate real estate management, and strategic transformation. She is widely recognized for her ability to lead complex, people-centered change while championing equity, diversity, and inclusion.

A passionate advocate for women in leadership, Silvia co-led the Toronto Public Service Women's Network and served on its Advisory Board. She also hosts the Leadership Trademarked podcast, amplifying voices that inspire positive change across sectors.

Silvia's leadership is defined by her resilience, authenticity, and unshakable belief in the power of purpose-driven work.



Peter Baumann
COO Global Real Estate & Facilities
SAP

Peter Baumann is the COO Global Real Estate & Facilities at a leading global software company. With over 24 years of international experience across real estate, workplace strategy, and sustainability, he leads complex transformation programs that shape the future of workspaces. Trained as a stonemason and holding a Master of Corporate Real Estate, Peter combines craftsmanship, pragmatism, and strategic foresight. His passion lies in creating environments that enable people and performance – locally grounded, globally scalable.



Andreea Frum
Developed Markets Cluster & Hospitality
Program Lead, Global Workplace Experience
Pfizer

Hi, I'm Andreea Frum, a detail-oriented and teamwork-driven business leader based in Switzerland. I currently serve as the Workplace Experience Cluster Lead for Developed Markets at Pfizer. With a strong educational background in Hospitality Management, I bring a unique blend of skills in Business Planning, CRM, Leadership, and Negotiation to my role. I'm passionate about enhancing customer and employee experiences, driving continual performance, and maintaining high-quality standards across a diverse portfolio. Outside of work, I love exploring the beautiful landscapes of Switzerland, skiing and connecting with people from diverse backgrounds. I'm dedicated to fostering teamwork and excellence, and I'm committed to achieving exceptional results and create a better workplace world!

Spotlight On Our Speakers

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Naomi Sakamoto
Principal, Studio Director
Gensler

Naomi is a Principal in Gensler's London office, leading both a studio serving innovative clients in sciences, tech, and creative industries and the Technology practice area for the firm's Europe region. With a background in urban design, civil engineering, and architecture, Naomi is a regular keynote speaker at leading events across Europe, delivering thought leadership on topics related to the future of work and the importance of physical space to nurture talent and enhance human connection.



Alexander Danisch
Workplace and Property Director
Ubisoft

Alexander is the Director for Infrastructure and Workplace Operation, responsible for overseeing these areas across Ubisoft's German locations. His mission is to create a memorable studio and work experience, address the infrastructure needs of development teams, and optimize spaces through automation, flexibility, and a strong service orientation. As organizational developer, solicitor and computer scientist he strives for operational excellence at the junction of psychology, legal frameworks and technology.



Anja Rikken
Manager - Interior Design Retail
Zalando

Anja Rikken is an architect by training, specializing in Interior Design Management for modern, flexible workplaces for fast-growing international companies. At Zalando, Europe's leading online fashion retailer, Anja served as Manager for Interior Design- spearheading interior fit-outs and transformation projects for the company's Berlin headquarters and retail stores. Her prior roles at Wayfair and WeWork demonstrated her new work philosophy- where the workspace isn't just a place, but a powerful driver of collaboration, innovation, and well-being. Her leadership in workplace transformation, return-to-office initiatives, design guideline development, and user-centered future-ready solutions, helped foster visually engaging, highly functional environments tailored to evolving business needs. With a keen eye for brand strategy in design, she translated corporate values into tangible spaces, boosting employee experience and customer engagement. Anja's mission is clear: to build environments that nurture people, reflect culture, and propel organizations forward in an era of new work.

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LumApps is the future-ready intranet designed for businesses that want to stay ahead. It transforms the employee experience, making it more effective, intuitive, and engaging.

As the most flexible, scalable, and innovative solution, LumApps enhances communication, boosts productivity, and drives growth. It works from day one and adapts to your organization to become a fully connected employee hub.

Seamlessly integrating with Google Workspace and Microsoft 365, LumApps centralizes communications, HR resources, and business applications into a modern, AI-powered employee hub. With over 6 million users and customers like Airbus, Hubert Burda Media, and Stellantis. LumApps redefines the employee experience to support business success.

LumApps is recognized as a Leader in Intranets by both Gartner® and Forrester®.

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10th Smart Workplaces Summit | 9-10 October 2025 | Berlin, Germany

☐ Delegate Pass

- 2-Days Summit + Workshop
- Interactive Focus Sessions
- Discussions with Industry Experts and Peers
- Complimentary Networking Dinner
- Post-Conference Documentation Package
- Delegate List

~~1495 euro~~
1195 euro

For registration completed
by **September 19th**

Promo Code
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☐ Online Pass

- 2-Days Summit + Workshop
- Interactive Focus Sessions
- Discussions with Industry Experts and Peers
- Virtual Networking Opportunities
- Access to the Entire Event from the
Comfort of your Home
- Possibility to Share Branded Materials with
the Audience
- Post-Conference Documentation Package
- Delegate List

699 euro

☐ Branding Package

- 1 Delegate Pass
- 2-Day Access to all Summit Sessions
- Branded Roll Up Display
- Discussions with Industry Experts and Peers
- Complimentary Networking Dinner
- Post-Conference Documentation Package
- Delegate List

Limited availability

3499 euro

DELEGATES

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Position:

E-mail:

Name:

Position:

E-mail:

Name:

Position:

E-mail:

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