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10th Smart Workplaces Summit

9-10 October 2025

Hotel Eurostars | Berlin, Germany

www.luxatiainternational.com

10th Smart Workplaces Summit

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Associate Director – Interior
Design Practice Area Leader
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Patrick Hiebert
Country Lead DACH
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SPEAKER LINE-UP



Frédéric Ciuntu
Real Estate Director
L'Oréal



Peter Baumann
COO Global Real
Estate & Facilities
SAP



Reya Shawky
Workplace Services Manager
- Real Estate & Workplace Services
Google



Sonya Simmonds
Global Workplace Design
and Solutions Lead
ByteDance



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



Richard Gregory
Head of Workforce
Transformation
Barclays



Alexander Danisch
Workplace and
Property Director
Ubisoft



Silvia Fraser
Director of Workplace
Strategy and
Transformation
Metrolinx



Jason Oak
Director Workplace Design
Global Engineering
and Real Estate
AstraZeneca



Maddie Hayes
Workplace Experience
Director - EMEA
JLL



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



Daniel Peña
Senior Workplace
Collaboration Engineer
Sika



10th Smart Workplaces Summit

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Register Now & Save 20%

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



Previous Attendees Include



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This agenda is not for public distribution

- 08:30 Check-In and Welcome Coffee 
- 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



Case Study Presented by LumApps

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:

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

Richard Gregory

Head of Workforce Transformation
Barclays



12:00 Case Study:

Agility in Meeting Workplace Needs - Connecting the Home and Office

As a leading local commerce platform, Wolt has a mission to create technology that brings joy, simplicity and earnings to neighbourhoods worldwide. To support our ambitions, we believe our workplaces are talent magnets, where engagement in the workplace is preferred to mandates. With employees empowered to work from the office, from home or occasionally elsewhere, the workplace becomes one of several places to communicate, collaborate, or focus. In challenging what is the office, workplace design is pushed beyond gimmicks aimed at drawing people back, toward more thoughtful, purposeful spaces. By rethinking capacity models, Wolt embraces flexible, performance-driven solutions that bridge home and office, and offer solutions for an adaptive environment to suit individual and team needs.

Niall Starling

Global Office Design and Construction Manager
Wolt



12:30 Case Study:

Smart Services at Scale: Elevating Workplace Experience Through Tech-Enabled Operations *

- How Google integrates technology and data insights to improve employee experience across its sites
- Collaborating with service providers and cross-functional teams to deliver seamless, responsive workplace services
- Lessons learned from leading workplace transformation across Switzerland, Austria, and Greece

Reya Shawky

Workplace Services Manager
- Real Estate & Workplace Services
Google



13:00 Business Lunch

DESIGNING FOR RESILIENCE: ADAPTABLE WORKPLACE SOLUTIONS

14:00 FIRESIDE CHAT

Designing Together: How Co-Creation Is Shaping the Future of Smart Workplaces

This fireside chat will explore how companies are involving employees, designers, and technology leaders in the co-creation of workspaces that foster productivity, well-being, and innovation. We'll discuss real-world examples of collaborative design processes, the role of data and feedback in shaping decisions, and how co-creation leads to greater engagement and smarter use of space. Join us for an insightful conversation on building workplaces with people, not just for them.

Sonya Simmonds

Global Workplace Design and Solutions Lead
ByteDance



14:30 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



15:00 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 last 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



15:30 Afternoon Tea and Networking Break

15:50 Case Study:

Beyond Square Meters: Reinventing the Workplace 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



16:20 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

*TBC

08:30 Check-In and Welcome Coffee 

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: 

Measuring What Matters: Building Workplace Experience Metrics That Drive Change

In today's rapidly evolving work environment, measuring workplace success goes far beyond occupancy rates and space utilization. To create spaces that truly support performance, wellbeing, and connection, organizations must shift toward experience-led metrics — the kind that reflect how people feel, engage, and thrive in their work environments.

We will explore how leading organizations are redefining workplace measurement frameworks to align with what really matters: employee sentiment, behavioral insights, purpose alignment, and interaction quality. It will uncover practical strategies for collecting and activating this data — from surveys and sensor tech to feedback loops and journey mapping.

Maddie Hayes
Workplace Experience Director - EMEA
JLL



11:00 Morning Coffee and Networking Break 

11:30 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



12:00 Case Study: 

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

- How workplace collaboration engineers support productivity at scale
- Choosing and customizing the right collaboration stack (M365, Google, Slack, etc.)
- Lessons from large-scale rollouts and cross-platform integrations

Daniel Peña
Senior Workplace Collaboration Engineer
Sika



12:30 WORKSHOP 

Operational Efficiency Meets UX: Building Workspaces that Work

This hands-on workshop explores how to align operational performance with employee experience to create smarter, more responsive workplaces. Through practical exercises and real-world examples, participants will:

- Identify key pain points in workspace usability
- Map employee journeys to operational needs
- Discover simple, scalable solutions that improve both efficiency and satisfaction

Leave with actionable tools to optimize your workspace—where function and experience go hand in hand.

13:00 Business Lunch 

14:00 Case Study: 

Integrating Workplace Strategy with Facility Management for Operational Efficiency *

Aligning workplace strategy with facility management drives significant improvements in operational efficiency. By integrating these functions, organizations can optimize space utilization, enhance employee productivity, and reduce operational costs. Best practices for creating agile, sustainable work environments that meet both business needs and employee expectations will be shared. Strategic planning combined with effective facility management creates a seamless, efficient workplace that fosters collaboration, innovation, and long-term success.

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



14:40 Case Study: 

The Ideal Office Experience: Turning Everyday Spaces into Magnetic Hubs for Talent and Innovation *

As hybrid work redefines the role of the physical office, organizations are reimagining their spaces not just as places to work — but as destinations that attract talent, foster innovation, and reflect company culture in tangible ways. This session will explore how forward-thinking companies are transforming everyday offices into vibrant, future-ready hubs by focusing on:

- Human-centered design that supports well-being, creativity, and team dynamics
- Flexible, tech-enabled environments that adapt to new ways of working
- Cultural storytelling through space, reinforcing brand identity and values
- Workplace strategies that turn offices into magnets for top talent
- Sustainability and smart operations as part of the employee value proposition

Speaker TBC

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 AtkinsRealis 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.



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!



Niall Starling
Global Office Design and Construction Manager
Wolt

Niall is a British/New Zealand architect based in Berlin. His 25 years of international experience includes designing offices and public spaces, spanning large-scale public developments involving transportation, commercial, and urban regeneration initiatives. His passion is for user-centric designed commercial developments, helping global companies achieve the best spaces for workplace productivity. Previously at Zalando SE (online fashion retailer), he played a key role in shaping their Berlin campus, deepening his passion for designing workplaces that reflect culture and support people. At Wolt (e-commerce tech company), he drives the design and construction of new office spaces across 30+ markets, with focus on translating their unique culture into the workspace. By achieving the best office spaces for employees, Wolt's aspirations and culture is showcased through design.



Richard Gregory
Head of Workforce Transformation
Barclays

Richard Gregory is a leader in workforce transformation, specializing in aligning people and technology to drive rapid, continuous change within organizations. With expertise in HR, IT, and Operations, he enables clients to adapt quickly, disrupt markets, and reimagine their business models. His skill set, honed over seven years of industry experience and management consulting, focuses on unlocking business value by connecting human behavior with cutting-edge technological capabilities, such as Generative AI and the Metaverse. Richard's leadership has played a key role in growing practices and teams, generating over \$275 million in global services revenues. With a broad industry focus spanning retail, manufacturing, real estate, telecommunications, utilities, financial services, and high tech, he is committed to driving transformation in the workforce, helping businesses embrace the future and redefine what's possible by strengthening the relationship between humanity and technology.



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.



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.



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.



Sonya Simmonds
Global Workplace Design and Solutions Lead
ByteDance

Sonya Simmonds is a Workplace Strategist and Interior Architect with over 20 years of international experience reimagining and optimizing global workplace portfolios for multinational organizations. Her expertise lies in aligning workplace strategy with company culture and brand—translating vision into physical space to drive innovation, well-being, and sustainable transformation. Sonya specializes in co-creating and implementing flexible, future-forward environments that support diverse ways of working. A recognized thought leader in the field, she regularly speaks at industry events and has been featured in numerous articles and publications focused on strategic workplace design, distributed work, and the evolving nature of the workplace. Earlier in her career, Sonya worked with architectural firms in London and Stockholm, delivering complex office design projects for international clients including Schroders, Bloomberg, Discovery Channel, and DICE EA Games. Her work has consistently bridged creative vision with technical execution, collaborating closely with multidisciplinary teams across global contexts.

Spotlight On Our Speakers

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



Maddie Hayes
Workplace Experience Director - EMEA
JLL

Maddie Hayes is a passionate Workplace Experience Director at JLL, leading the development and implementation of innovative global experience strategies across the EMEA region. With a unique blend of strategic vision and hands-on expertise, she helps elevate workplace standards for a diverse portfolio of clients, focusing on solutions that enhance both employee engagement and operational performance. Having lived and worked internationally, Maddie brings a global perspective to her work — guiding cross-regional teams, building strong collaborative networks, and aligning local execution with global goals. She leverages data-driven insights to inform decisions and drive measurable, people-centric improvements in the workplace.

Maddie is committed to creating environments that truly work for people, combining creativity with practical, scalable solutions. Her work supports JLL and its clients in building future-ready workplaces where culture, experience, and efficiency come together to shape meaningful impact.



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.



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.



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

Dedicated professional in the real estate industry with 15 years of experience in managing the real estate portfolio of the multinational companies (i.e. ASML, Siemens and Telenor). Expert in creating high-performing and sustainable workplace solutions, with the strong focus on the innovation and future-proof strategies. Consistently contributing to tangible improvements in the company real estate and facility management goals. Skilled in planning and managing property development, workplace strategy, achieving cost optimization, efficient space distribution, and operational efficiency. Strong leadership vision to inspire others to reach new heights and achieve their aspirations.

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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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- 2-Days Summit + Workshop
- Interactive Focus Sessions
- Discussions with Industry Experts and Peers
- Complimentary Networking Dinner
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1276 euro

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the Audience
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Limited availability

3499 euro

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E-mail:

Name:

Position:

E-mail:

Name:

Position:

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