

*In-person & Online  
Passes Available*



# 10<sup>th</sup> Smart Workplaces Summit

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9-10 October 2025

Hotel Eurostars | Berlin, Germany

[www.luxatiainternational.com](http://www.luxatiainternational.com)

# 10th Smart Workplaces Summit

9-10 October 2025

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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



**Niall Starling**  
Global Office Design and  
Construction Manager  
Wolt



**Silvia Fraser**  
Director of Workplace  
Strategy and  
Transformation  
Metrolinx



**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





# 10th Smart Workplaces Summit

9-10 October 2025

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**Register Now & Save €300**

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

## Venue

### Hotel Eurostars Berlin



**Gold Sponsor**



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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

08:30 Check-In and Welcome Coffee



09:00 Opening Address from the Chair

09:10 “Breaking the Ice” Speed Networking Session

Meet your colleagues, exchange business cards and have a maximum number of 1-on-1 talks in a short amount of time! Our Speed Networking session will help you to form those initial relationships early, find out who is facing the same challenges as you and get a nice preview of what a longer conversation could bring!

## 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:

### 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



12:30 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



13:00 Business Lunch



## DESIGNING FOR RESILIENCE: ADAPTABLE WORKPLACE SOLUTIONS

14:00 WORKSHOP



### Fix My Floor: Rapid Redesign Sprint for the Workplace of the Future

Outdated office layouts can hold back collaboration, productivity, and innovation. In this fast-paced, hands-on sprint, participants will step into the role of workplace designers to reimagine a traditional office floor into a tech-enabled, people-first environment. Using visual stickers, furniture cutouts, and scenario prompts, teams will redesign spaces to balance functionality, flexibility, and employee experience. The session draws on the latest thinking in workplace strategy, smart technology integration, and human-centered design – creating a vibrant vision for the modern workplace.

**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:

### Designing Workplaces for the Next Decade: Balancing Flexibility, Culture, and Employee Experience

- Emerging trends in workplace design and transformation
- Balancing flexibility with a strong sense of place and culture
- Designing for sustainability, wellness, and inclusivity
- Lessons learned from large-scale, international projects

**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, workplace 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 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: 

### 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



13:00 Business Lunch 

14:00 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



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 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!



**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.



**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.



**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.



**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.

# Spotlight On Our Speakers

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



**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.



**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.

## Gold Sponsor



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®.

### About Us

Luxatia International specialises in bringing people together through outstanding strategic business conferences & summits, professional training and b2b congresses. We maintain the highest standards of quality in research and market analysis, finding the right issues and then producing high-profile events. We accelerate growth across industries and across the globe by bringing together world leading experts who provide cutting-edge information to business authorities.

### 6 Reasons To Choose Us

- Comprehensive Market Research
- Cutting-Edge, Market Driven, Quality Programmes
- Facilitated Networking Opportunities
- Ultimate Meeting Point for Modern Decision Makers
- Unparalleled Speaker Line-Ups
- Exclusive Branding Opportunities

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Partnering with Luxatia International means more than making the right contacts – it means being an insider, connected to the right people with the right level of influence, and being allied with a globally respected organization and leader within your industry.

To learn more about the benefits of sponsorship, exhibition and speaking opportunities and how to become more involved, please contact us [info@luxatiainternational.com](mailto:info@luxatiainternational.com)

# Registration Form

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

~~1595 euro~~  
**1295 euro**

For registration completed  
by **September 5th**

Promo Code  
**Special300**

## ☐ 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

Name:

Position:

E-mail:

Name:

Position:

E-mail:

Name:

Position:

E-mail:

## CONTACT INFORMATION

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Save Time & Register Online

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