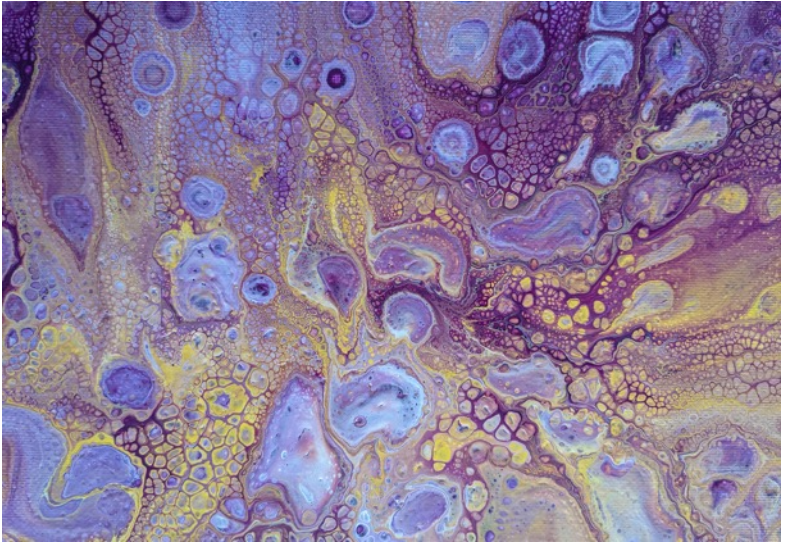




**Join the conversation and lead how
we'll work tomorrow**

WORKTECH Academy is the world's leading knowledge platform and member network exploring the future of work and workplace.

worktechacademy.com



About us

In a rapidly evolving landscape where investment decisions require hard evidence **WORKTECH Academy** provides forward-thinking business professionals with the confidence to make informed decisions and to position themselves as thought leaders within work and workplace.

We share the latest insights, research, case studies and expert interviews with our global community, drawing on WORKTECH's worldwide network to harvest the newest knowledge and ideas in six key areas:

People, Place, Culture, Design, Technology & Innovation.

WORKTECH Academy is the largest workplace community in the world with over 4,000 members and our web portal is visited by around 100,000 people annually.

Our members join an esteemed community of high-level professionals to network and share perspectives on **how we'll work tomorrow.**

Academy Team



Professor Jeremy Myerson
Director

Professor Jeremy Myerson is a leading researcher, author and activist in workplace design and innovation. Jeremy holds the Helen Hamlyn Chair of Design at the Royal College of Art and is a Visiting Fellow at the University of Oxford.



Philip Ross
Chairman

A futurist, author and consultant on the future of work, Philip has worked with organisations such as Ernest & Young, Allen & Overy, GlaxoSmithKline, Cisco, McKinsey, Boston Consulting Group and PWC on future concepts for work and the workplace.



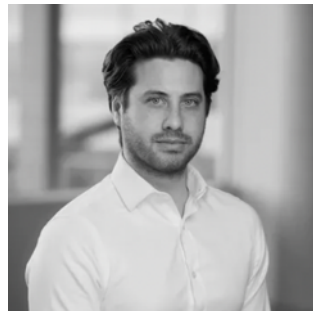
Dr Imogen Privett
Senior Research Associate

Imogen is an architectural designer and researcher, holding undergraduate degrees in both History and Architecture and a Master's degree in Architecture. She has recently concluded a PhD at the Royal College of Art, exploring the effects of coworking on workplace design practice.



Kasia Maynard
Content Editor

Trained as a multimedia journalist with the Press Association, Kasia holds an undergraduate degree in Archaeology and earned a Distinction in a Master's degree in Urban Design and Planning from the University of Sheffield. She specialises in studying urban form and the impact cities have on the future of work and workplace.



Matthew Myerson
Development Director

Matthew is a senior marketing and communications professional in the property industry with extensive experience within leading design consultancies and client-side. Matthew has a BA in History of Art from the University of Leeds and CIM (Chartered Institute of Marketing) qualifications.



Kassiani Kappelos
Membership and
Marketing Manager

Kassiani holds a First-Class BA (Hons) degree in Sound Arts and Design. She previously worked for WORKTECH events where she ran the marketing for events across the APAC and North America regions.

Engagement Stats

4k+

Individual
Members

100,000

Approx. website
visitors annually

50+

Engaged Member
organisations

Engagement Stats

29+

Cities we host
events in



GLOBAL REACH

10,000+

Social Media
Followers across
Unwired

WORKTECH GLOBAL EVENTS

NORTH AMERICA

- WORKTECH Los Angeles
- WORKTECH Mexico City
- WORKTECH New York
- WORKTECH San Francisco
- WORKTECH Toronto

SOUTH AMERICA

- WORKTECH Ascuncion
- WORKTECH Buenos Aires
- WORKTECH Bogota
- WORKTECH Lima
- WORKTECH Montevideo
- WORKTECH Quito
- WORKTECH Santiago
- WORKTECH Sao Paolo

EUROPE

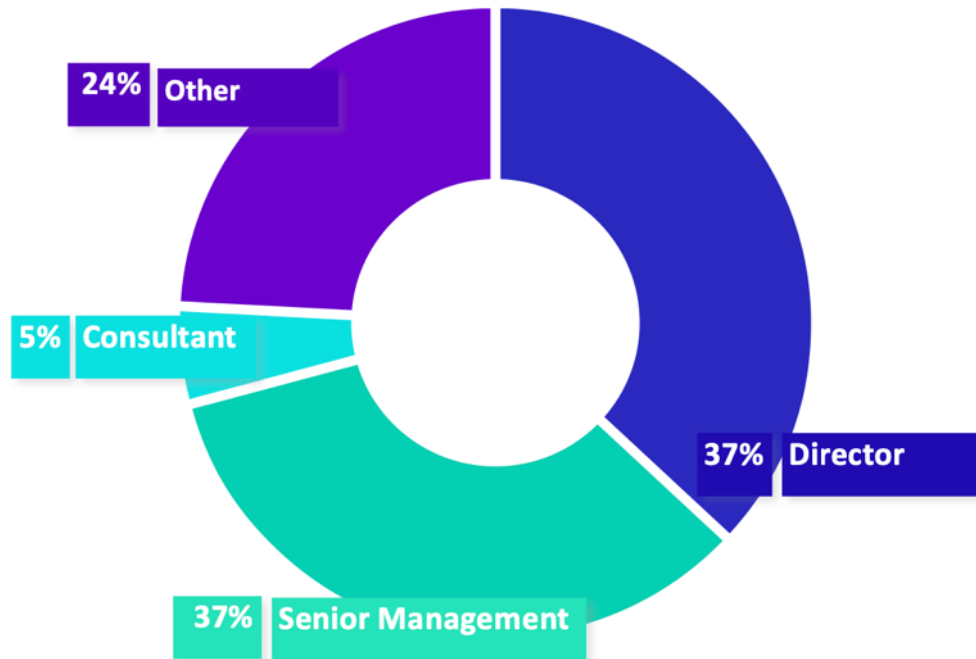
- WORKTECH Amsterdam
- WORKTECH Barcelona
- WORKTECH Basel
- WORKTECH Berlin
- WORKTECH Copenhagen
- WORKTECH Helsinki
- WORKTECH London
- WORKTECH Madrid
- WORKTECH Munich
- WORKTECH Paris
- WORKTECH Utrecht
- WORKTECH Zurich

ASIA & AUSTRALIA

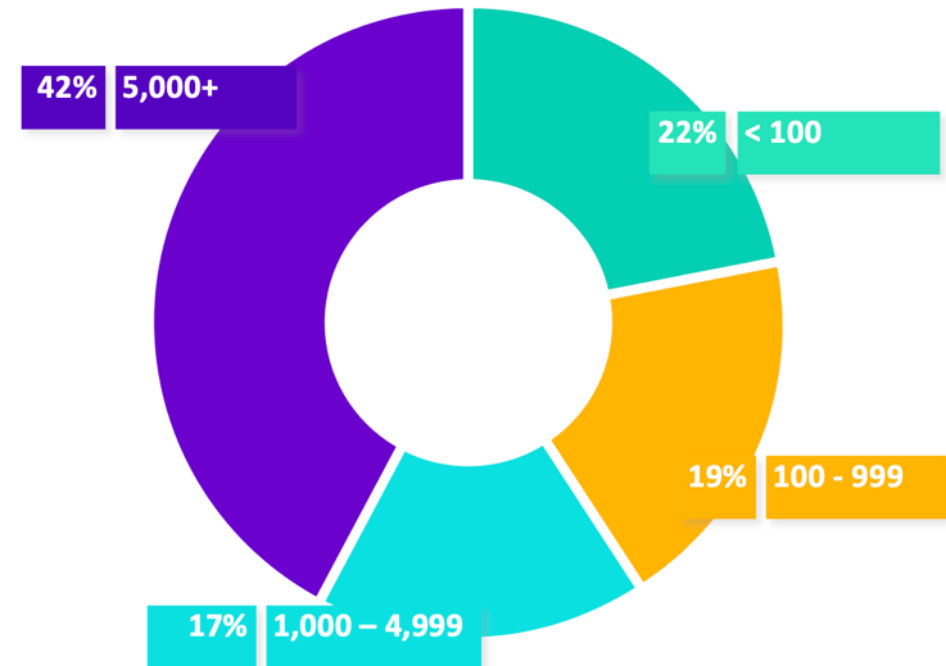
- WORKTECH Bangalore
- WORKTECH Dubai
- WORKTECH Ho Chi Minh
- WORKTECH Hong Kong
- WORKTECH Shanghai
- WORKTECH Singapore
- WORKTECH Sydney
- WORKTECH Tokyo

Our Audience

Over 60% of our audience are C-suite or Senior Management

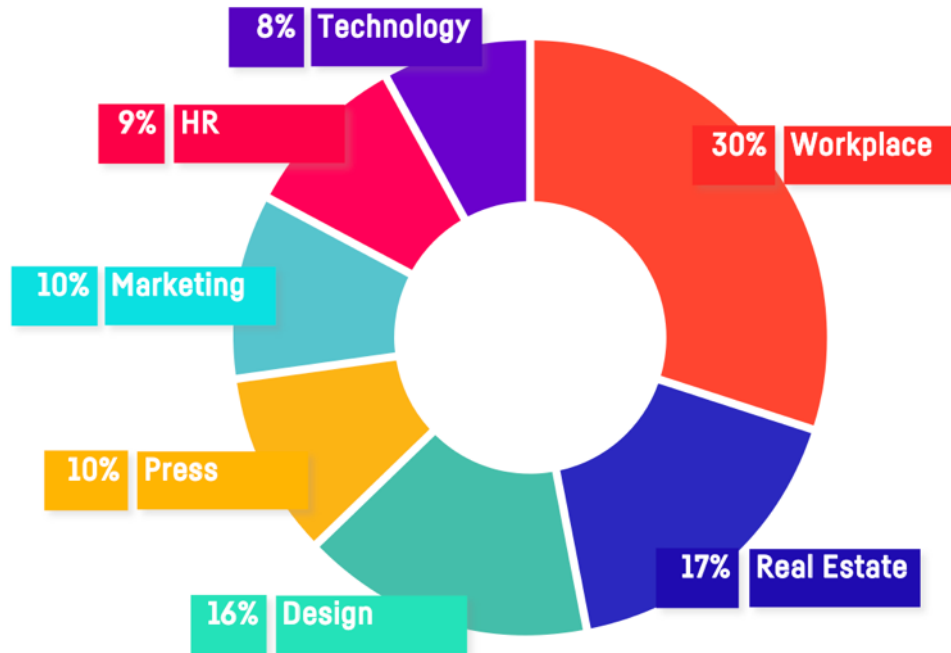


Over 60% of the companies have over 1,000 employees

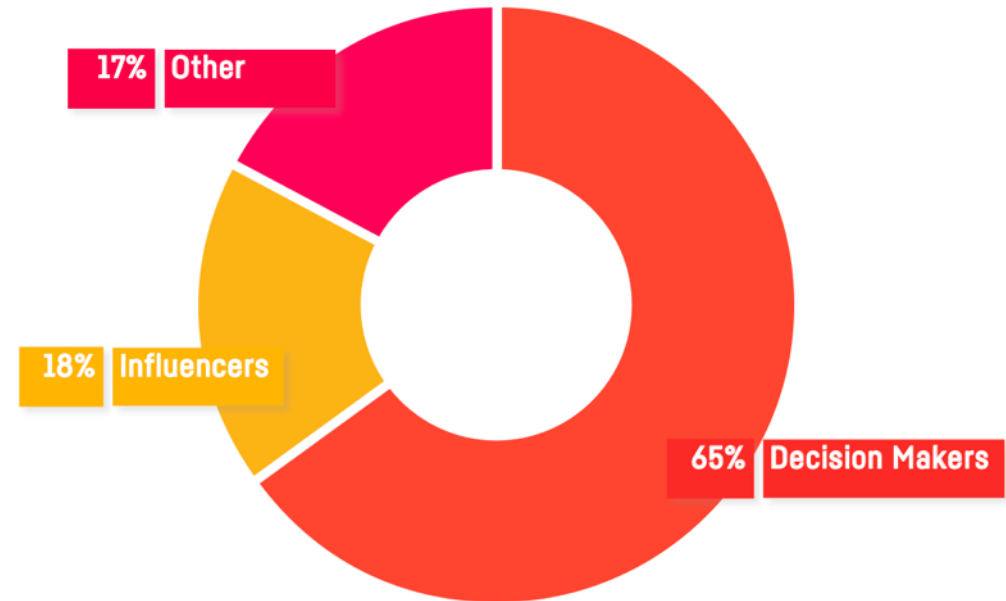


Our Audience

Senior level professionals from Workplace, CRE, IT, HR and Architecture/Design



Over 65% are either end users or influencers



Companies in our network



facebook

Schroders

logitech®



J.P.Morgan



MERCK



HermanMiller



Google



STANHOPE

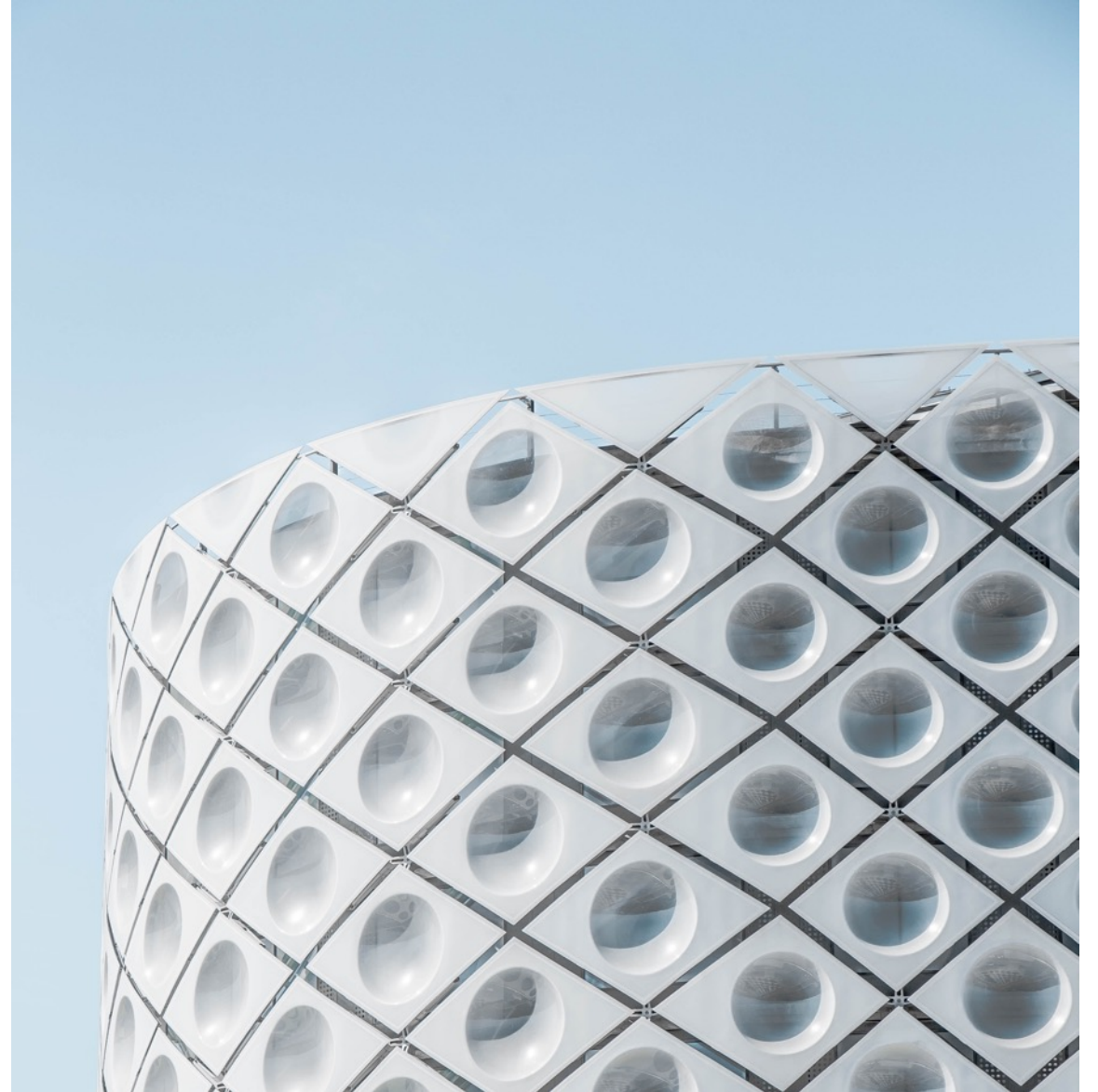
Heatherwick studio

SIEMENS
Ingenuity for life

Foster + Partners



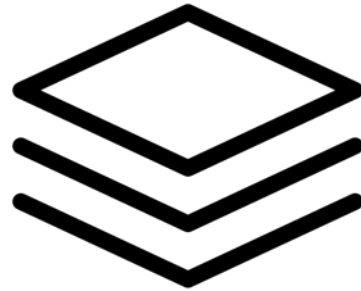
**Become a member
of WORKTECH
Academy**



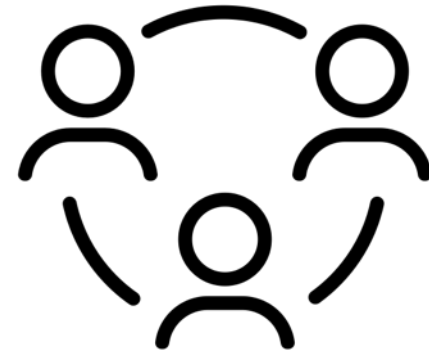
Why join WORKTECH Academy?



Knowledge



Platform



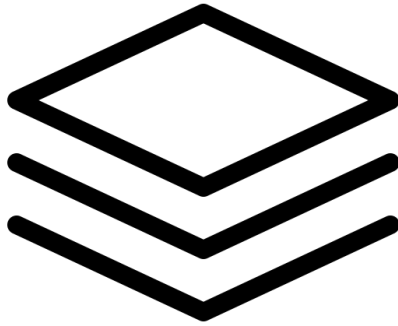
Network

Knowledge



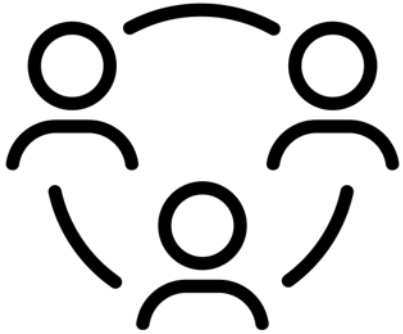
Gain a competitive advantage by leading the way in your workplace and thought leadership strategy

Platform



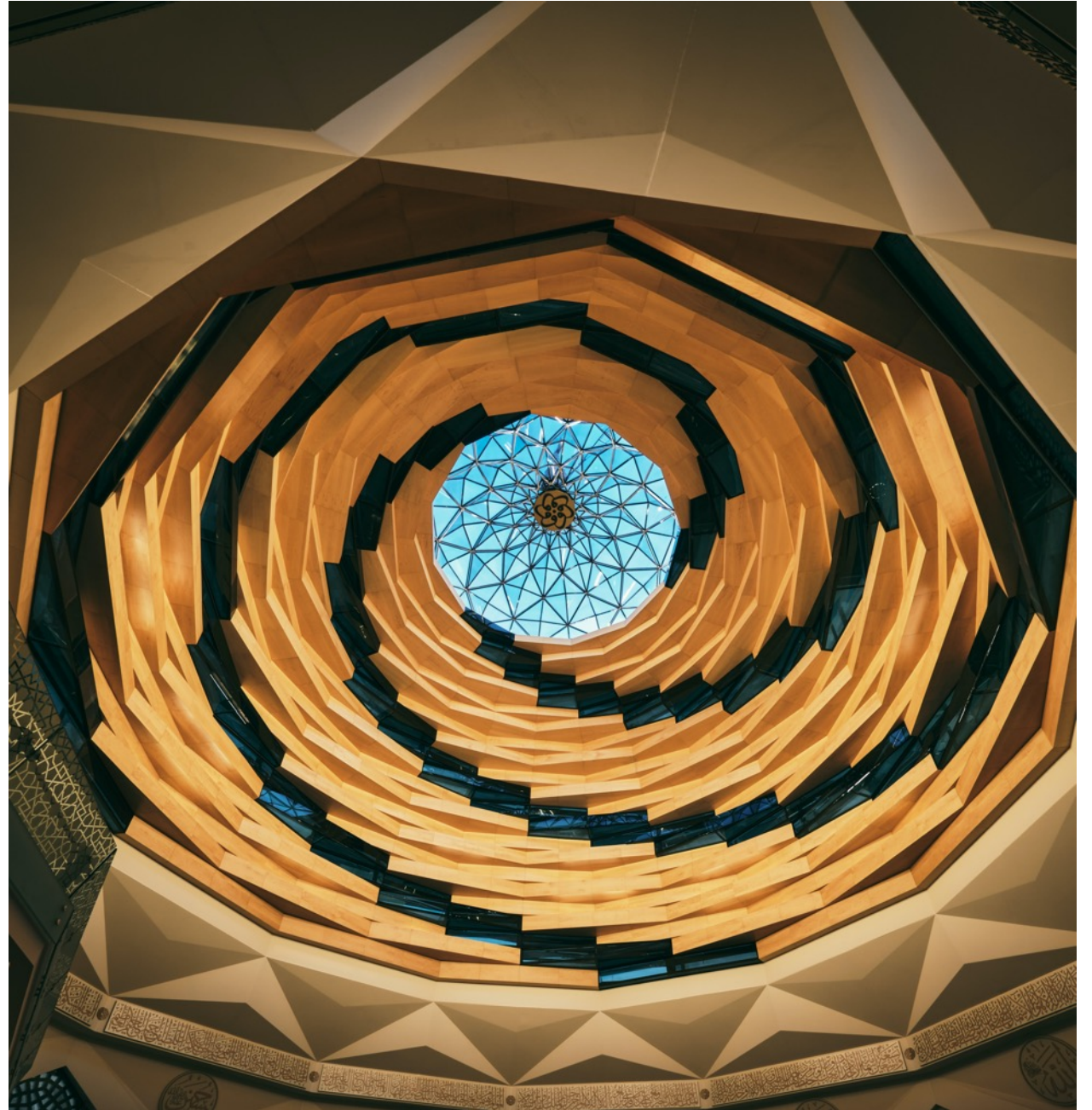
Use our platform to
communicate with our
community of high-level
professionals for business
growth

Network



Join a network of the most innovative organisations and minds on the future of work and workplace

Key Academy Membership Benefits




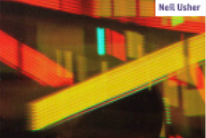


Innovation Zone

Exclusive Premium content for Community and Corporate members.

The latest analysis and commentary on the future of work and workplace underpinned by world-class academic rigour and workplace in four themes:





- Research & Insight
- Case Studies
- Expert Interviews
- Trend publications

RESEARCH & INSIGHT »

 Tech roundup: innovations driving rise of the mobile worker Araz Makhzanf	 Elemental Change: four myths we need to dispel to get anywhere Neil Usher	 Design roundup: branded buildings, viral sensors and scents of the office Imogen Privett	 Research roundup: studying the upside of workplace interruptions Sally Augustin
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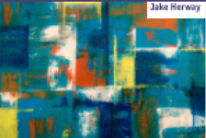


[ARCHIVE »](#)

CASE STUDIES »

 Deloitte, London: an agile approach driven by science Academy Reporting	 Edge Olympic, Amsterdam: the new exemplar for smart design Academy Reporting	 Station F, Paris: the train to innovative coworking Academy Reporting	 Level 39, London: a curated fintech community Academy Reporting
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[ARCHIVE »](#)

EXPERT INTERVIEWS »

 Why a low-carbon future depends on the simpler building Simon Allford	 Why company culture is under threat from remote working Jake Herway	 Urban revival: how cities are looking beyond the office tower Frances Cairncross	 The age of experiment for space and time Lynda Gratton
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[ARCHIVE »](#)

TREND PUBLICATIONS »

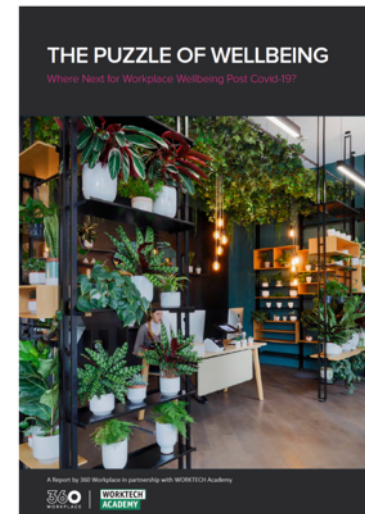
 What should companies do next? Q1 Trend Report 2021 Academy Reporting	 WORKTECH Guide to Workplace Innovation Technology Academy Reporting	 WORKTECH Guide to Workplace Apps Academy Reporting
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[ARCHIVE »](#)

Co-created content

Membership of WORKTECH Academy gives you access to our editorial team to co-create content to position your organisation as thought leaders in the world of work and workplace.

- Research reports
- White papers
- Webinar series



Innovation workshops

Our Academy innovation workshops provide a range of opportunities to host and interact with senior corporate workplace professionals via round table discussions, masterclasses and our annual innovations days.

Our members can also co-host and present for optimum peer-to-peer networking.



WORKTECH Technology Guides

Receive five guides as part of your membership.

The WORKTECH Guides are a series of in-depth industry research reports, updated bi-annually, and focused on five critical areas of the smart workplace:

- Utilisation Technology
- Resource Management
- Visitor Management and Wayfinding
- Workplace Apps
- Workplace Innovation

Together, the five Guides profile over 100 different vendors and products operating within the smart office sphere. Each Guide provides an in-depth, accessible and non-technical overview of the subject area, detailing its importance to businesses and corporate landlords and developers looking to get ahead of the curve.

Find out more [HERE](#)



Trend and Prediction Reports

Trend Reports sent to your teams every quarter.

Our annual World of Work report, our yearly work and workplace predications, are also distributed to your teams.



The next chapter: how we'll work tomorrow

Welcome to your Q4 Trend Report for 2020 from WORKTECH Academy, which covers new ideas in work and workplace as we look ahead to a new year

2020 was an unforgettable year – for all the wrong reasons. 2021 promises a long, hard road out of crisis as governments and companies alike struggle to regain an economic foothold. Many working practices that have always taken for granted are now in the shakiest of boots. Mass vaccination is on the horizon to bring us relief but there are plenty of roadblocks still ahead.

For our final Trend Report of 2020, we have turned to ten experts in our network – academics, designers, architects, developers, scientists and journalists – for their insights on the conditions shaping up in 2021. All were speakers at WORKTECH webinars or virtual conferences in 2020 as our live event programme pivoted in the pandemic onto our digital platforms.

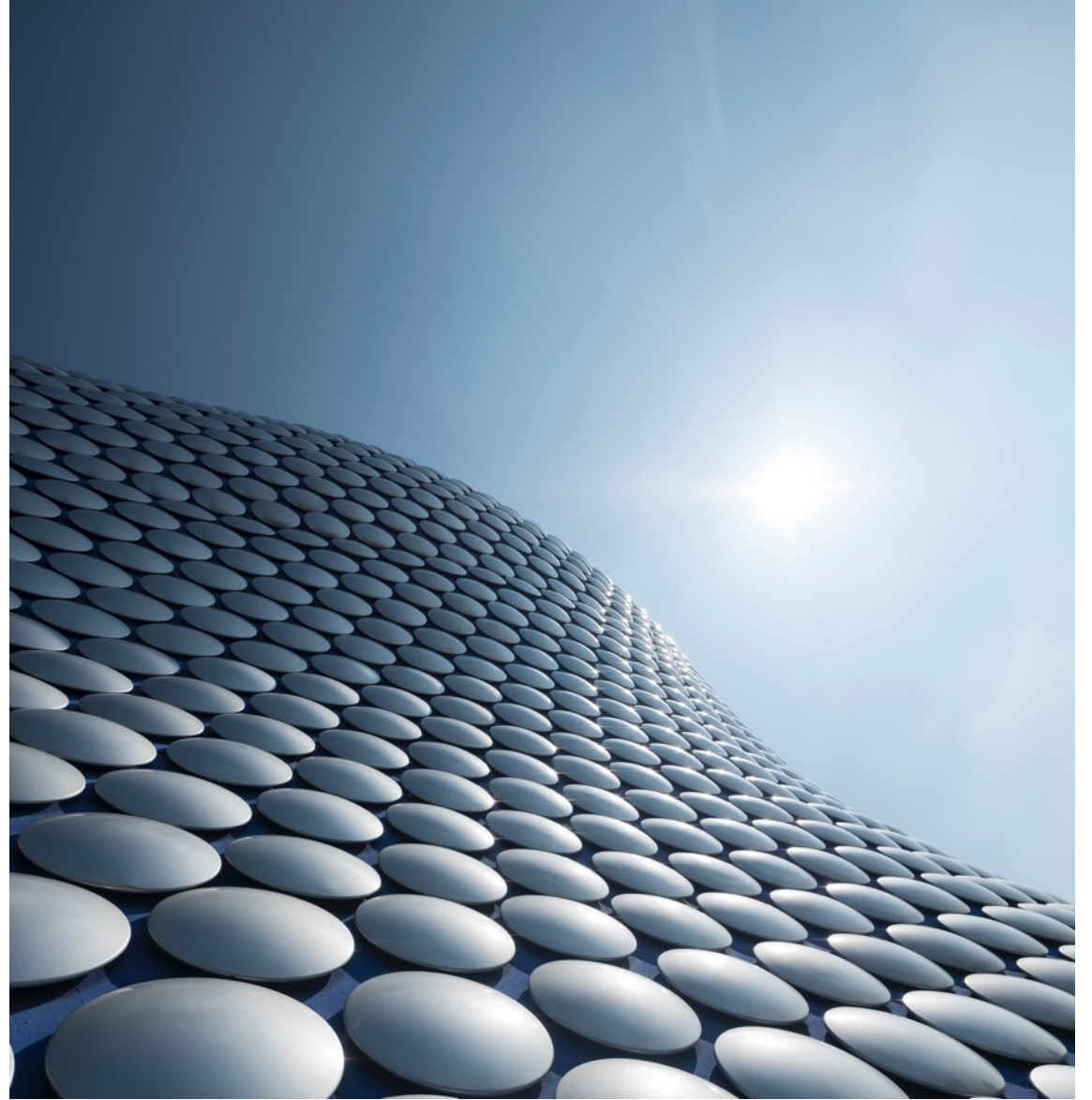
The contributions of our top ten thinkers span a range of subjects. Some stretch the conventional boundaries of workplace strategy. Professor Linda Gratton of the London Business School advises looking at flexible time such as a four-day week, and not just flexible space post-Covid-19: the latter has pushed us to expand on workplace wellbeing. Sir Cary Cooper calls for line managers to show more emotional intelligence and for staff skills to be given more respect, and Dr Ropata Kahi, the Australian neuroscientist, explains how remote working is rearing our brains in a way which might cause virtual teams to thrive.

Other subjects fit comfortably with the design discipline. Legendary British designer Sir Stuart Lipton explains the importance of 'handover' and an inspiring six-dimensional workplace projects; architect Simon Allford, the incoming President of the Royal Institute of British Architects, calls for simpler and more sustainable buildings; Silicon Valley design pioneer Prince Ogiolla looks ahead to the post-pandemic open office, and biophilic design expert Oliver Heath suggests we need a balanced 'light diet' for healthier workplaces. Then there are the left-field thinkers: British economist Francis Galton, author of the death of Distance, speculates on the future role and rise of video; American analyst Jake Hervey of Gallop reviews the damage to company culture and engagement from remote working; and Matthew Taylor of the Royal Society of Arts calls a more cooperative and trust-based approach in the workplace. In 2021 we will continue to share trends, intelligence and ideas to help our partner and member organisations emerge from Covid-19 stronger and smarter.

Jeremy Maitland
Professor Jeremy Maitland
Director, WORKTECH Academy



Three Membership Levels





Membership Levels

Community Member

A great way to interact with the WORKTECH Academy network; receive access to our Innovation Zone and build interests and connections in workplace innovation.

Corporate Member

All Corporate Member benefits plus a range of premium benefits including creation and delivery of extensive research and quarterly customised trend report.

Global Partner

Join the top level of membership - the Academy's inner circle - on a sector-exclusive basis with a raft of specialist services including your own marketing site on the Academy platform.

Community Membership

- Company log-in to Innovation Zone for 10 employees – to access exclusive premium content including expert interviews, research and insights, and case studies
- Quarterly trend report to your teams
- Annual World of Work report to your teams
- Access to our Academy research team to co-create bespoke content including reports, white reports and articles
- Participate in Academy Innovation Days and other live Academy forums, workshops and meet-ups
- 1 x piece of your content to post on Academy platform per year for our global audience
- 1 x piece of Academy content to repurpose for your own media channels per year
- 5 x free tickets to WORKTECH Virtual events per year
- 2 x 10% discount delegate tickets to WORKTECH virtual events per year
- 5 x free WORKTECH Technology Guides, updated bi-annually

USD 2,000 per annum

Corporate Membership

- Company log-in to Innovation Zone for 50 employees – to access exclusive premium content including expert interviews, research and insights, and case studies
- Quarterly trend report sent to your teams and invitation to participate in knowledge seminar on each report
- Quarterly trend briefing to your team from a senior member of the Academy
- Annual World of Work report to your teams
- Access to our Academy research team to co-create bespoke content including reports, white reports and articles
- Participate in Academy Innovation Days and other live Academy forums, workshops and meet-ups
- 6 x pieces of your content to post on Academy platform per year for our global audience
- 6 x pieces of Academy content to repurpose for your own media channels per year
- 10 x free tickets to WORKTECH Virtual events per year
- 5 x 10% discount delegate tickets to WORKTECH virtual events per year
- 5 x free WORKTECH Technology Guides, updated bi-annually

USD 7,000 per annum

Global Partnership Membership

- Sector exclusivity for your organisation on the Academy platform supported by bespoke marketing plan
- Logo identity on Academy web platform and printed literature
- Dedicated microsite on Academy platform with ability to post unlimited number of pieces
- Company log-in to Innovation Zone for an unlimited number of employees – to access exclusive premium content including expert interviews, research and insights, and case studies
- Priority access to Academy research team to co-create new content
- Seat on Academy Leadership Board advising on direction and strategy
- Logo identity on Academy web platform and printed literature
- Co-create and contribute to annual Global partner branded Academy World of Work report
- Unlimited pieces of Academy content to repurpose for your own media channels per year
- Host and participate in Academy Innovation Days and other live Academy forums, workshops and meet-ups
- Quarterly trend report including executive summary for how these trends translate to your sector
- Quarterly trend briefing to your team from a senior member of the Academy
- 12 x 10% discount delegate tickets to WORKTECH live events per year
- 12 x free tickets to WORKTECH Virtual events per year
- 10% discount on partnership packages for WORKTECH events
- 5 x WORKTECH Technology Guides, updated bi-annually

Price to be discussed

Co-created Content



Research Reports Case Studies

Please find a selection of reports that we've produced previously that you may be interested in:



[The Future Of Work: Rethinking The Workplace Post Covid-19](#)
[Samsung and WORKTECH Academy explore how the workplace will be reshaped after the global pandemic.](#)



[Work, Technology And The Next Generation](#)
[Logitech and WORKTECH Academy worked together to discover how organisations should reconsider how best to attract new talent.](#)



[Augmented Work: How New Technologies Are Reshaping The Global Workplace](#)

Research Report Options

The Mini Approach

Create a Viewpoint Report to give your organisation a robust vehicle for thought leadership

- Short viewpoint research report including desk reporting working primarily from secondary research inclusive of suitable images and diagrams
- Report to feature in the Academy Newsletter to 4,000+ members, social member activity on LinkedIn and Twitter to promote
- Output typically 4-6 pages

Timing: Approx. 1-3 months

***USD 10,000**

The Midi Approach

Create a Framework Report to give your organisation a powerful tool for competitive market advantage

- Longer framework report combining desk research and expert interviews from around the WORTECH network with a more expanded programme of site visits, observations, workshops and roundtables where appropriate.
- Report to feature in the Academy Newsletter to 4,000+ members, social member activity on LinkedIn and Twitter to promote
- Output typically 14-18 pages

Timing: Approx. 4-6 months

***USD 17,000**

The Maxi Approach

Create a Deep-Dive Report to give your organisation an original perspective that creates market leadership

- Longer generative research report with mixed-mode approach to research methods, combining design ethnography, ideation, site visits and observations, expert interviews and roundtables drawing in experts from across the WORKTECH Academy network.
- Report to feature in the Academy Newsletter to 4,000+ members, social member activity on LinkedIn and Twitter to promote

Timing: Approx. 10-12 months

***USD 70,000**

*Indicative cost until exact scope of work determined



“WORKTECH Academy takes a holistic view on the future of work... The level of content is consistent and serves a much-needed purpose in today’s world of work.”

Patrick Marsh, Director Worldwide Real Estate EMEA, GlaxoSmithKline

HAWORTH®

“Our entire organization – and ultimately our customers – benefit from the wealth of information shared on this one-of-a-kind knowledge platform. Our industry has long needed a forum such as this one.”

Francois Brounais, VP Western Europe, Middle-East and Africa, Haworth



Contact us

Matthew Myerson
Development Director

matthew.myerson@worktechacademy.com
+44 (0) 7918028657

worktechacademy.com

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ACADEMY