

Join the leading international community
of workplace professionals



worktechacademy.com

PEOPLE | PLACE | CULTURE | DESIGN | TECHNOLOGY | INNOVATION

About us

WORKTECH Academy is the world's leading membership club exploring the future of work.

We provide original research, trends, analysis, market intelligence and qualitative insights to help industry professionals make informed decisions about the future.

Our resources and programmes have been shown to help businesses engage with their workplace strategies, develop and future-proof plans, and prioritise opportunities for innovation.



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 Paulo

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

- Global Events Network
- WORKTECH Events in 36 cities
- Global workplace knowledge
- Global knowledge packaged for WORKTECH Academy Members

WORKTECH Academy provides you with

Knowledge



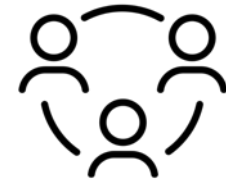
Gain a competitive advantage by harnessing the latest knowledge and insights into the world of work and the workplace

Learning & Development



Learning and Development via the WORKTECH Academy Programme of Trend Briefings, Design Thinking Masterclasses, Roundtables and Innovation Days

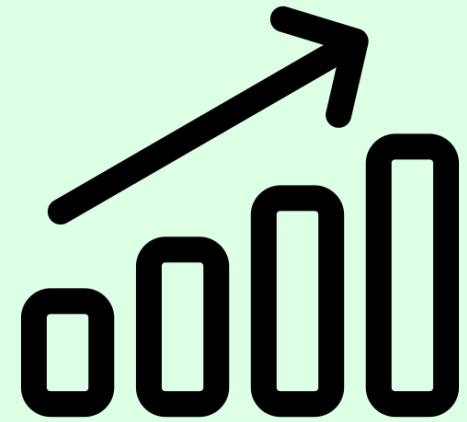
Community



Join a global community of the most innovative organisations on the future of work and workplace

WORKTECH Academy Value

- A more engaged and knowledgeable workforce
- Understand what other companies are doing
- Gain access to case studies of the worlds leading workplaces and new ways of working programmes
- Create understanding of new technology and its impact on work and the workplace
- Build connections with fellow workplace professionals for business growth



Meet some of the 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.



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.



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.



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.

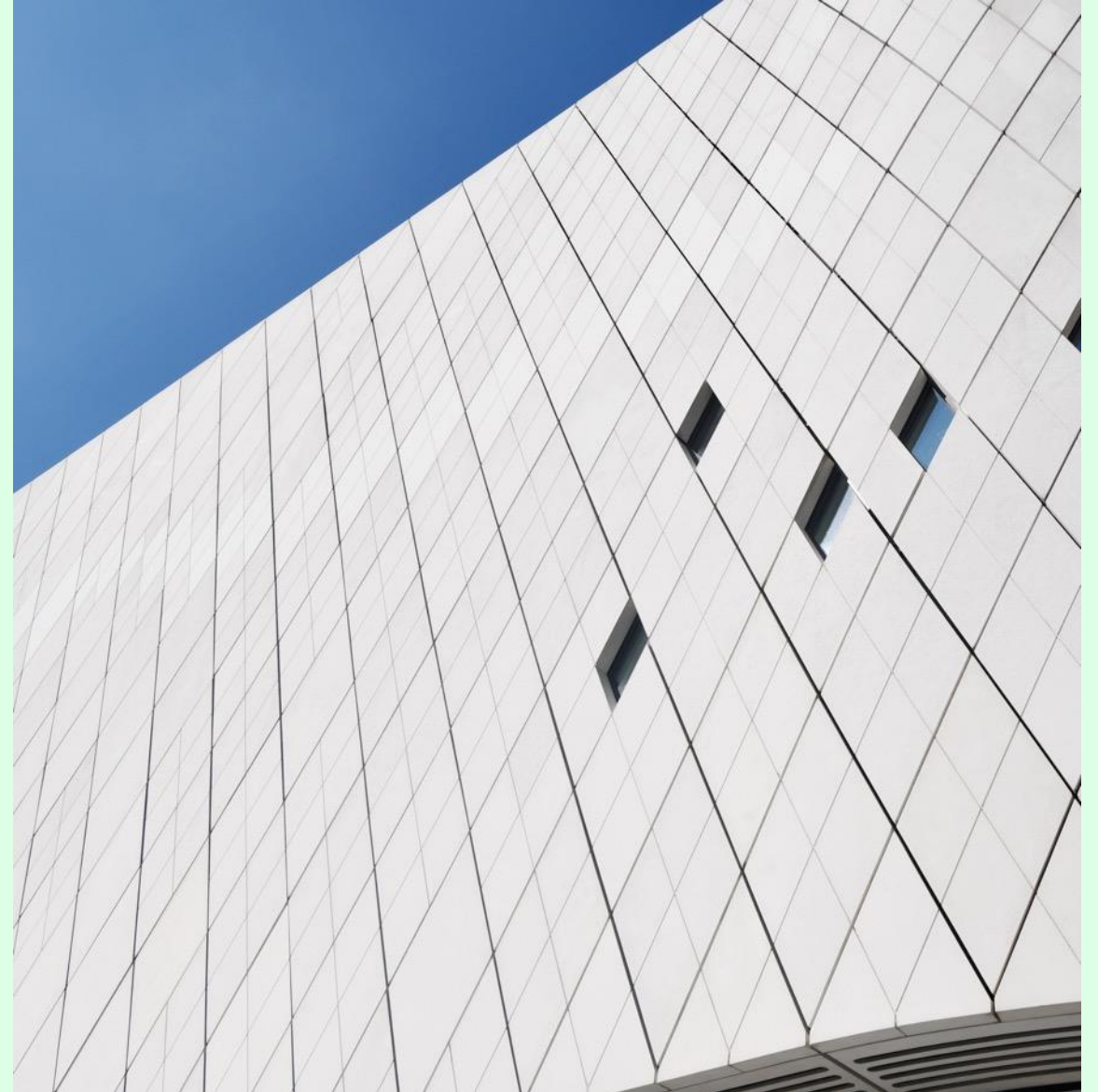
In good company

A selection of
our Members

J.P.Morgan



Option 1



Knowledge



- Company log-in to Innovation Zone for:

Research
Industry Insights
Case studies
Trends
Experts
Technology Guides
Co-created Reports

- Quarterly Trend Report
- Annual World of Work Report

Learning & Development



- Invitation to Annual Innovation Day

Community



- 5 x 10% discount delegate tickets to WORKTECH in-person events per year
- Share 2 x thought leadership pieces on the WORKTECH Academy platform

WORKTECH Academy Community Membership fee 2022/23.

Investment cost per business quarter: \$625*

*Minimum term: 12 months

Option 2



Knowledge



- Company log-in to Innovation Zone for:

Research
Industry Insights
Case studies
Trends
Experts
Technology Guides
Co-created Reports

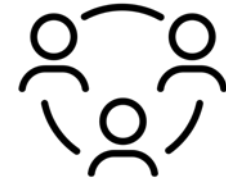
- Quarterly Trend Report
- Annual World of Work Report
- Annual Bespoke Trend Briefing from Academy team

Learning & Development



- Access to full WORKTECH Academy Annual programme
- Invitation to Annual Innovation Day
- Access to Quarterly knowledge seminar on Trend Reports

Community



- 10 x 10% discount delegate tickets to WORKTECH in-person events per year
- Share 5 x thought leadership pieces on the WORKTECH Academy platform

WORKTECH Academy Corporate Membership fee 2022/23.

Investment cost per business quarter: \$1,750*

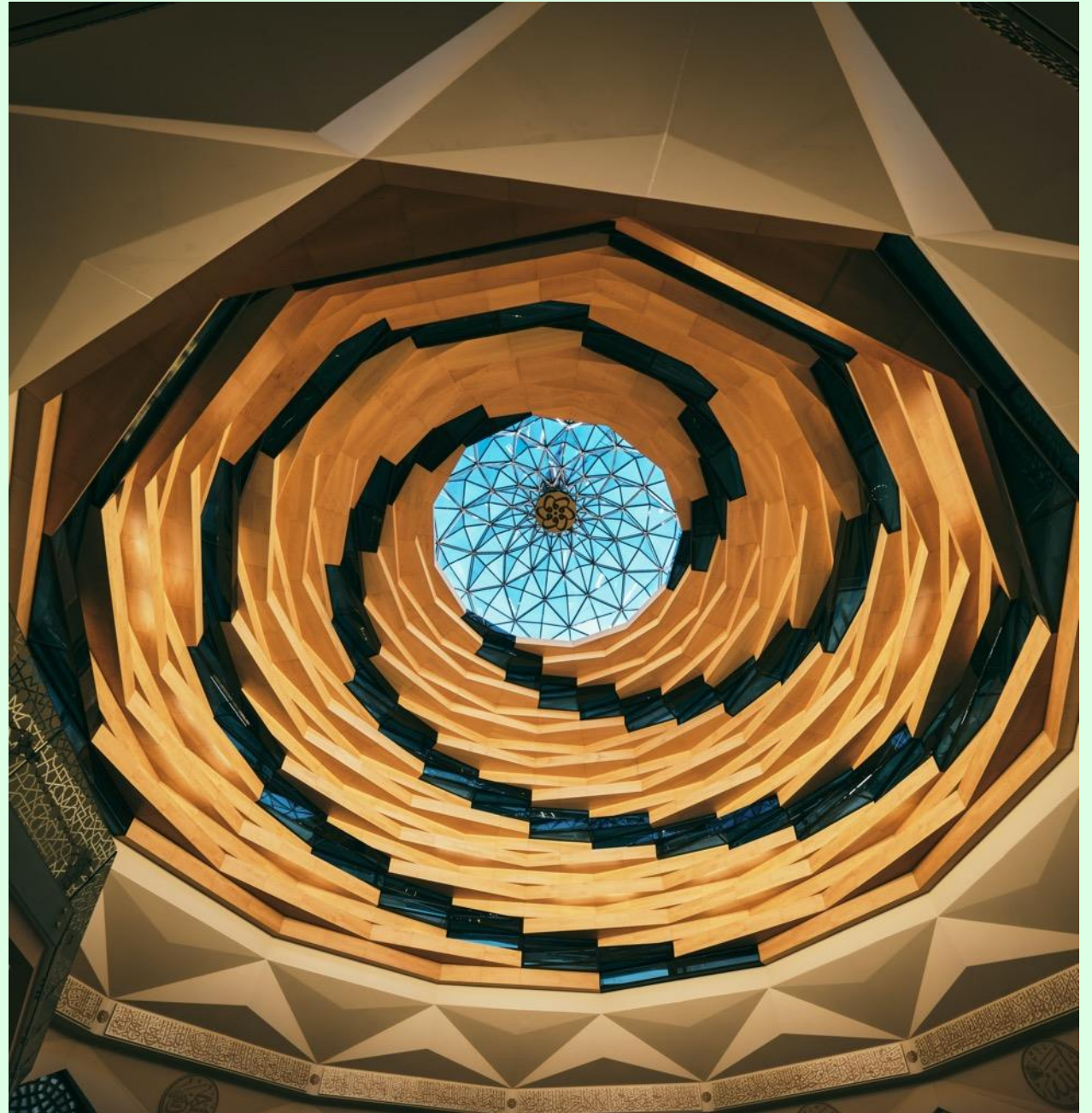
*Minimum term: 12 months

WORKTECH Academy Membership

Benefits	Community Membership	Corporate Membership
Quarterly Trend Seminar invitation		✓
Annual Bespoke Trend Briefing		✓
Access to full Annual Programme		✓
Invitation to Annual Innovation Day	✓	✓
Annual World of Work Report	✓	✓
Quarterly Trend Report	✓	✓
Innovation Zone Company Log-in	✓	✓
Share thought leadership content on Academy platform	x2	x5
10% Discount Delegate Tickets for WORKTECH Events	x5	x10
Investment Cost	\$625 per quarter	\$1,750 per quarter

Join the leading international community of workplace professionals as a **Corporate Member** to gain access to a comprehensive programme design to expand your teams’ horizons on the future of work.

Key Academy Membership Benefits 2022/23



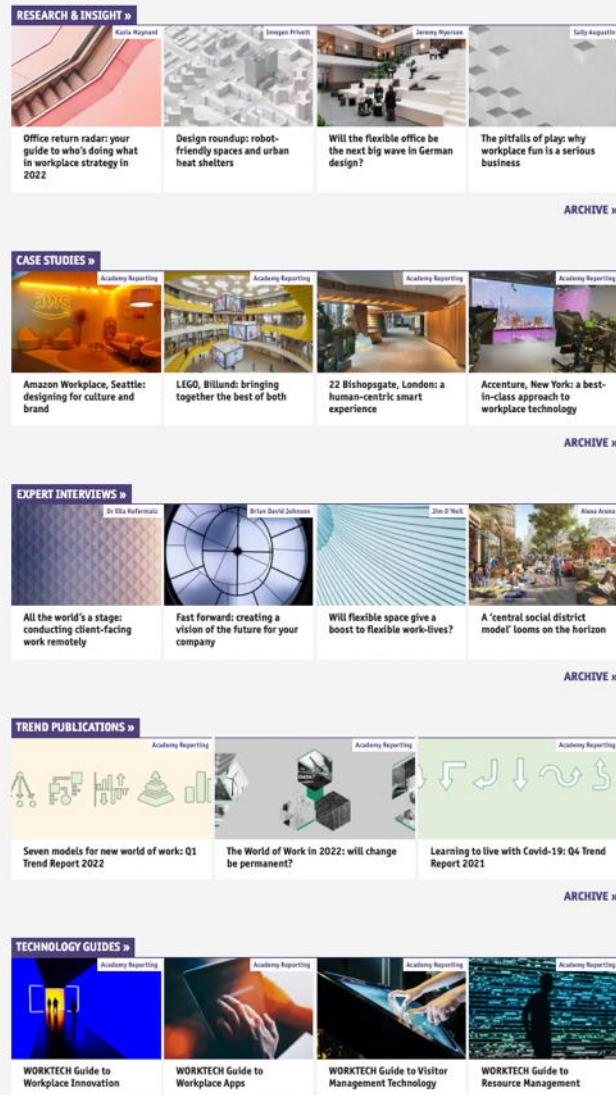


Workshops and peer-to-peer networking

Our Academy innovation workshops provide a range of opportunities to interact with senior corporate workplace professionals.

- Round table discussions
- Trend Briefings
- Design Thinking Masterclasses
- Annual Innovations Days

WORKTECH Academy Members can also co-host and present for optimum peer-to-peer networking.



Innovation Zone

Exclusive Premium content for WORKTECH Academy Members.

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

- Research
- Industry Insight
- Case Studies
- Trends
- Experts
- Technology Guides
- Co-created Reports




LEGO

Billund, Denmark

NEW WAYS OF WORKING

In April 2022, LEGO opened its state-of-the-art Campus at its headquarters in Billund, Denmark. The new 55,000sqm development will house 2,000 LEGO employees and incorporate learnings from the pandemic into its physical space. The building focuses on employee experience and employee connectivity.

Since its inception in 1932, LEGO has grown and developed more than 25 buildings across the town of Billund. Its new strategy involves a more cohesive approach to development by consolidating these buildings into three central hubs: production, innovation and design, and business.

Developing the concept

The reimagining of the LEGO headquarters stemmed from its strategy for globalising its footprint in 2013. LEGO wanted to introduce new ways of working into its global offices, starting with its office in London (LINK to LEGO London case study). LEGO first rolled out its Activity-Based Working (ABW) program in London and took the learnings from this, and from anthropologists who surveyed the success of the program to understand how to make the space more successful. The findings showed that people loved the diversity of spaces but struggled with a sense of belonging. This encouraged the Danish-based multinational firm to implement a 'neighbourhood' approach to agile working.

Another priority for the LEGO headquarters was to enhance the connectivity between employees. This idea originated from the employees asking for more social space. In the new campus, LEGO has created an infrastructure to facilitate socialising, connectivity and community based on its core values of 'Imagination, Fun, Creativity, Caring, Learning, and Quality'.

When establishing the concept of the new campus the company decided to focus on three key factors: hospitality and community building, connectivity and collaboration, and new ways of working. The central area of the campus called 'People House' offers a large auditorium, fitness centre, arts and craft workshop, café and accommodation for employees visiting Billund.



A database of 40+ smart workplace case studies of all the world's leading workplaces developed for our Members.

Case studies provide a detailed overview of the

- Integrated Technologies
- Innovations
- Workplace vision
















Key Facts

Year	2022
City	Billund
Country	Denmark
Size	55,000 sqm
Industry	Toy Production
Number of People	2,000
Design	C. F. Møller Architects

Partnerships and amenities

At the beginning of the project, LEGO sent its 4,000 employees a wish list of amenities and services and asked employees to tick either 'yes' or 'no' beside them. The list was extensive and there was initially no limit on how many services employees could choose. Any services or amenities that received more than 10 per cent of 'yes' votes were then implemented.

An important element in the LEGO campus is the 'People House' – a concept developed in close collaboration with employees – which is the largest place space for employees in Denmark at 8,000sqm. With initial designs first developed in 2014, the 'People House' is just one of the many features across the campus that enables a more flexible environment to work and play and is reflective of the hybrid working style that is in place across the LEGO Group. Created as a place for relaxation, inspiration and recharging, the 'People House' features facilities including:

- a state-of-the-art fitness studio, creative workshop space, a LEGO homestay for visiting employees, a cinema, outside park and activity zone, kitchen for communal cooking and networking and a health clinic. Employees' families are also welcome to use the facilities.

People House is an area of the headquarters which has its own access points away from the main entrances of the office building. This allows employees to bring friends and family to enjoy the space without compromising the security of the office. People House is centred around building a community for current and past LEGO employees, and their families. LEGO has employed two community builders who will foster community and facilitate team building activities.

At the beginning of the project in 2014, LEGO held a roundtable meeting with local hotels to discuss the implications of building a 59-room employee hotel as it did not want to compete with local business. Once it had the approval from local hospitality vendors, it looked to make strategic partnerships to develop the concept.

LEGO has partnered with ISS for its facilities management and food services; Danish-based Telling and Nesager for its corporate hotel provider; and it has recently secured a deal for its fitness vendor.

Project Strategy

LEGO want to create a headquarters which removes silos and promotes a more cohesive and connected workforce. It is consolidating its 25+ buildings into three central hubs for production, innovation, and business.

Key Innovations and partnerships

People House – Denmark's largest social employee space

- ISS: facilities and food services
- Telling & Nesager: 59 room corporate hotel management
- 4,150 solar panels
- 3:3:3 office space split
- Six layered workplace experience model




Smart workplace case study example

Trend-watching Reports

The **Trend Reports** are a quarterly series of research and case studies presented in a journal style.



Our **World of Work** report includes predictions for the year ahead from our Global Partners and WORKTECH Academy experts.



WORKTECH

Technology Guides

A series of in-depth industry research reports, updated bi-annually, and focused on critical areas of the smart workplace.

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



4. PROXYCLICK

Parent company name	ProxyClick SA
Name of product	Proxyclick
Years in business	10 years (2010)
Key contact	Gregory Blamont
Contact	gblamont@proxyclick.com
Website	www.proxyclick.com

18 WORKTECH Guide to Visitor Management

proxyclick

Proxyclick is a company that has noticed many of the frustrations currently inherent in business meetings and has pledged to do something about it. Its stated aim is to help create positive connections by changing how people are welcomed to offices all over the world. Proxyclick would like to go beyond a simple update for visitor management and instead would like to create tools that personalise the experience through ease of use, intuitive interfaces and seamless design. They even say the less you notice a Proxyclick system, the better.

For visitors, Proxyclick has a number of different options that help to customise the check-in approach. Guests can be pre-registered for a quicker and simpler journey, but can also drop-in. For more security-conscious organisations, drop-in visitors can be prevented from checking in so that they have to check in with staff. Proxyclick also supports paperless forms for security and screening purposes.

Proxyclick also has some notable security features that other similar systems lack. For example, Proxyclick supports watch lists

and approved visitor lists to ensure that only those who should be in the building are there. There are also security-focused alerts and escalations which are discreet but can be used to inform security about legitimate visitors. Perhaps the most impressive security feature, however, is the facial recognition built into the system. This ID Match feature lets the system automatically compare photographs from ID documents to the photograph taken live at the check-in kiosk to immediately confirm that visitors are who they claim to be. This feature even flags up match levels below a certain threshold so that security can escalate as appropriate.

This system also includes an array of useful integrations, such as the ability to integrate with access control systems to give each visitor unique ID codes for seamless check-in. Proxyclick also offers integrations with many of the leading communications and cloud storage services such as Skype for Business, Slack, Box, OneDrive and many more.

Proxyclick's pricing plan is simple: you can pay monthly, for 1 year at a 10% discount or for 2 years at a 20% discount. To act as a simple digital logbook for up to 100 visits per month, there is the free package. This includes most basic features such as visitor pictures, notifications and analytics. For larger organisations, the medium package at €76 per month allows 250 visits per month and adds features like badge editing, custom screens and SMS notifications. The large package starts at £200 per month for 500 visits and adds calendar integration, ID code check-in and API access. Finally, Enterprise customers are asked to contact the company for a price.

Proxyclick's pricing plan is simple: you can pay monthly, for 1 year at a 10% discount or for 2 years at a 20% discount. To act as a simple digital logbook for up to 100 visits per month, there is the free package. This includes most basic features such as visitor pictures, notifications and analytics. For larger

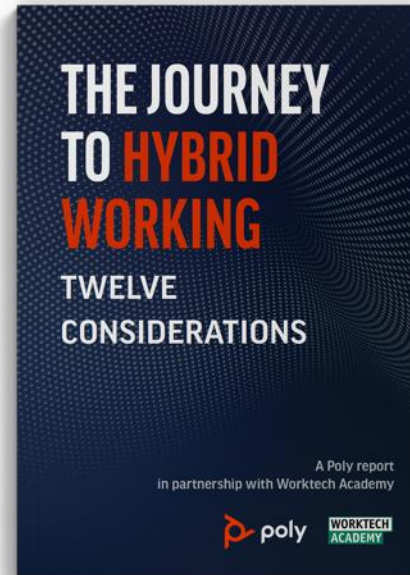
They're top of visitor status with Proxyclick.

Co-created content

- Research reports
- White papers
- Webinars

As a WORKTECH Academy Member, you have access to a wide selection of thought leadership white papers co-created with WORKTECH Academy members.

Find more of our reports [here](#).



WORKTECH™ ACADEMY

We look forward to
welcoming you into the
community

Matthew Myerson
Development Director

+44 (0) 79180 28657

matthew.myerson@worktechacademy.com

