

Amsterdam Gears Up for Workspace Design Show from 11 to 12 October: A Sneak Peek at Upcoming Workplace Design Conversations

Amsterdam, Netherlands, 4th October 2023 - [Workspace Design Show](#), a premier event dedicated to the future of workspaces, is taking place in less than a week from **Wednesday 11 October to Thursday 12 October 2023**, at the RAI Amsterdam. This two-day event promises to bring together industry leaders, experts, and innovators to explore the latest trends, insights, and strategies in workplace design and management. Here is a deep dive into the agenda that will be explored in detail at the conference stages next week.

[Occupiers Forum](#):

The Occupiers Forum will kick off the event on **Wednesday 11 October**, featuring a series of panel discussions that will delve into crucial aspects of workspace design.

10:00 – 10:45 - Workspaces to Inspire Creativity & Innovation

- **CHAIR:** Ramon Beijen, Creative Director at CBRE
- **PANELLISTS:** Thom van Hoefen (Ernst & Young), Arne van't Spijker (Just Eat Takeaway.com), Lewis Barker (ServiceNow), Tom Lawrence (Dept Agency)

11:15 – 12:00 - Employee Wellbeing & Hybrid Transformation

- **CHAIR:** Pieter van der Laan, Partner and Workplace Strategist at YNNO
- **PANELLISTS:** Shanna Bosmans (Microsoft Netherlands), Wesley Bosma (OCS+)

12:30 – 13:15 - The Importance of User Journeys

- **CHAIR:** Hans Reineke, Founder at Hollandse Nieuwe
- **PANELLISTS:** Daaf Serne (Miro), Suzanne Kwakkernaat (De Brauw), Ammarai van der Linde (Vandebron)

13:45 – 14:30 - Transformation of FM in light of War4Talent

- **CHAIR:** Wouter Ommeslag, Chief Operations Officer from Mosaic World
- **PANELLISTS:** Nathalie Cloet (Beckton Dickinson), Martine Roeges (Randstad Group)

15:00 – 15:45 - How a Cross-Functional Approach Led to a Progressive Hybrid Work Strategy at Rabobank

- **PANELLISTS:** Jan Nieuweboer (Rabobank), Arjan de Roos (Rabobank)

16:15 – 17:00 - Finding Balance Between Individual Choice and Organizational Effectiveness in Hybrid Work Environments

- **CHAIR:** Juriaan van Meel, Chairman, Center for People & Buildings

- **PANELLISTS:** Paul Pegels (Department for Interior Affairs), Jacqueline Schlangen (Center for People & Buildings), Paul van Rijn (Netherlands Enterprise Agency)

Thursday 12 October will continue to explore innovative workspace design concepts and strategies:

10:00 – 10:45 - Designing a Workplace to Facilitate Social Interaction

- **CHAIR:** Casper Schwarz, CEO at Casper Schwarz Architects
- **PANELLISTS:** Roderick de Greef (Lucidchart), Josephine Meltzer (Norton Rose Fulbright), Dafna Harel-Sasson (Palo Alto Networks)

11:15 – 12:00 - Engaging Employees in the Brand DNA

- **CHAIR:** Ruud Belmans, Creative Director at WeWantMore
- **PANELLISTS:** Tihana Rasic (Campari), Graham Carter (Samsonite)

12:30 – 13:15 - The Role of FM in the Workplace

- **CHAIR:** Wouter Ommeslag, Chief Operations Officer at Mosaic World
- **PANELLISTS:** Ann Troch (UCB), Johnny Trioen (Meliopus), Kris Brans (INGKA)

13:45 – 14:30 - Optimizing Real Estate Usage and Enhancing Employee Experience

- **CHAIR:** Mauro Brigham, Creative Director at NCBHAM & President at AINB
- **PANELLISTS:** Xavier Perrin (Philips), Veronika Acsai-Varga (Splunk), Jan Heyvaert (AG Insurance)

14:50 – 15:35 - Using Data to Improve the Employee Experience

- **CHAIR:** Vitalija Danivska, Board Member, EuroFM
- **PANELLISTS:** Lizette Engelen (Ericsson), Peter Mostien (ING Bank)

15:55 – 16:40 - Developing & Implementing Change

- **CHAIR:** Alexa Lightner, Consultant, Lightner Insights
- **PANELLISTS:** Patricia Garcia (Booking.com), Jasper Hendriks (Booking.com), Sebastien Moeller (Booking.com)

[Workspace Design Talks:](#)

In addition to the Occupiers Forum, the Workspace Design Show will feature a lineup of insightful talks on **Wednesday 11 October**:

09:45 – 10:30 - The Magnetic Workplace: How to Turn the Office into a Place that Workers Want to Go To

- **CHAIR:** Robert Thiemann, Founder & Director, Frame Publishers
- **PANELLISTS:** Rick Rijkse (Fokkema & Partners), Daniel Jongtien (Bentham Crouwel Architects), Arne Lijbers (Mecanoo)

10:55 – 11:40 - Designing for Workplace Wellbeing

- **CHAIR:** Eva Vroom, Freelance Editor at PI Online
- **PANELLISTS:** Maarten van Bremen (Group A Architects), Ron Bakker (PLP Architecture), Femke Feenstra (Gortemaker Algra Feenstra Architects)

12:05 – 12:50 - From Waste to Wonder: Unlocking the Potential of Circular Workplace Design

- **CHAIR:** Ramon van de Kerkhof, Co-owner, Workbrands
- **PANELLISTS:** Ayca Dogan (CBRE), Thomas van Leeuwen (D/DOCK), Renata Gilio (KAAN Architecten)

13:15 – 14:00 - Building Social Capital: The Importance of Human Connection, Serendipity, and Hospitality in the Built Environment

- **CHAIR:** Gerda Stelpstra, Partner, Total Workplace EMEA, Cushman & Wakefield
- **PANELLISTS:** Anne van 't Hoog (Creative Valley), Justin Timmer (Systems Innovation Network Amsterdam Hub), Cees van der Spek (EDGE)

14:25 – 15:10 - Building a Community

- **CHAIR:** Jeroen Junte, Editor in Chief, DesignDigger
- **PANELLISTS:** Marnix Mali (Booking.com), Michiel Hofman (HofmanDujardin), Arjan Dingste (UNStudio)

15:35 – 16:20 - The Power of Diversity

- **CHAIR:** David O'Coimin, Workplace Inclusivity Consultant
- **PANELLISTS:** Raquel Machado (M Moser Associates), Aidan O'Sullivan (Personio), Daaf Serne (Miro)

16:45 – 17:30 - A Future for the Past: How Architects are Approaching the Refurbishing of Existing Buildings for Workplaces

- **CHAIR:** Stephan Petermann, Founder, MANN Office
- **PANELLISTS:** Caro van de Venne (NUDUS), Eric van Noord (de Architecten Cie), Daniel Prado (AECOM)

Thursday 12 October:

09:45 – 10:30 - Designing the Future Workspace Experience

- **CHAIR:** Sarah Bolas, Director at HCG
- **PANELLISTS:** Niels Kramer (Tétris), Pallavi Dean (Roar), Albert Takashi Richters (Powerhouse Company)

10:55 – 11:40 - What Workplaces Can Learn from Hospitality & Residential Designs

- **CHAIR:** Mark Timo, Founder, De Interieur Club
- **PANELLISTS:** Nuria Ripoll Apirisi (Colliers), Roberto Mariani (ACPV Architects), Bart Canini (Creneau International)

12:05 – 12:50 - Urban Renaissance: Embracing Coworking/Coliving in the 15-Minute City

- **CHAIR:** Kofi Opong, Founder of Urban MBA
- **PANELLISTS:** Tankut Mulayimsi (Co-Founder.Work), Loubna Messaoudi (BIWOC* Rising), Maarten Jamin (BS;BP Design Collective), Jeannine van der Linden (De Kamer), Thom Wernke (StartDock Coworking)

13:15 – 14:00 - Activity Based Workplaces

- **CHAIR:** Gertrude van den Brink, Co-host, De Interieur Club
- **PANELLISTS:** Katrien van Dijk (Arup), Dennis de Wolf (Turner & Townsend), Bjorn Bleumink (BDP), Mattijs Kaak (Ditt Officemakers)

14:25 – 15:10 - Lighting Design: Wellbeing vs Sustainability

- **PANELLISTS:** Carlijn Timmermans (C.Light.Wise), Siegrid Siderius (SiSi Lighting Design), Linda Salamoun (Deerns)

15:35 – 16:20 - Drawn to Draw a Workspace

- **CHAIR:** Thierry Somers, Editor-in-Chief NOOK (BNI & AINB)
- **PANELLISTS:** Chantal Vos (Kraaijvanger Architects), Marleen Valstar (Heyligers Architects), Sanne Schenk (TANK)