



smart.office | Office of Tomorrow / New date 2022

smart.office is premiering as a new conference on the future of the office in 2022. Thematically, everything revolves around the impact of new, primarily digital, developments on office planning, project development, equipment and ultimately on the way we work. Keynote speeches by leading industry representatives and experts will be at the heart of the event. Interactive discussions, an awards ceremony and an evening event complete the program.

smart.office is a new annual platform for decision-makers from sales, marketing and purchasing in the office interior, facility management, IT and project development/architecture sectors.

Leistungsort der Zukunft | Arbeitswelten nach Corona

Mag. Sabine Zinke | M.O.O.CON, expert for organizational planning and change management, in her opening lecture looks at whether and to what extent Corona will sustainably change our working worlds. Developments and forecasts on changing processes with a view to employees, today and tomorrow, will be presented by **Dr. Bertram Barth | Integral - Sinus** and **Pawel Krolikowski**, Managing Director and Head of Workplace Consulting at **CBRE Germany**, will take a look at the German office property sector after Corona in his keynote speech. While **Dr. Frederik Lehner | Interconnection Consulting** will present a market analysis of the international office furniture market, taking the consequences of the crisis on the markets into account.

Holger Knuf | i2fm shows the most essential tasks of facility management in the planning and management of office workplaces and **Frederik Bellermann | Wilkhahn** presents new approaches to workplace design following the New Work trend. **Kay Mantzel | Microsoft** explores the question of how much Corona is changing the culture of work, and **Simone Endres | combine Consulting** looks at how our working worlds will change in the future.

smart.office Awards / Interior / Product | Office Building | Digitalization Solution

In parallel to the topics that characterize the event, the smart.office awards will be presented in the categories **Interior / Product | Office Building | Digitalization Solution**, and prizes will be awarded on the basis of a call for entries and jury evaluation. One main prize and two recognition prizes will be awarded in each case. Further information is available on the event homepage. Interconnection Consulting invites submissions!

Information about the Organizer

Interconnection Consulting is an internationally operating marketing intelligence company with its own events division based in Vienna. Interconnection organizes international annual conferences in the field of business events. As of 2019, these include the Vienna Window Convention, Sales Leadership, Sales Excellence, babyforum, fmc.summit, Smart Intelligence and many more. Selected industry and market knowledge are part of its portfolio, as well as concepts and tools for optimizing sales processes and lead generation, pricing and customer enthusiasm.

Industry events with added value: Innovation. Networking. Communication

With its industry events, Interconnection Consulting places clear focus on the areas of innovation, market development, strategy, sales, digitization and communication. In addition to keynote speeches by leading industry representatives and external experts, panel discussions, an awards ceremony and an evening event form the cornerstones of the events. IC builds on its experience as an event organizer, as well as on industry knowledge gained from its activities as a marketing and market research institute in the various industries.

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