

POWERED BY

THE DIPLOMAT  
Bucharest

# WORKPLACE OF THE FUTURE

April 27<sup>th</sup>, 2023 |  
Bucharest, Grand Hotel Bucharest  
(former InterContinental), Fortuna Hall

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How does the workplace scene look so far and what to further expect in 2023? The way the office landscape looks now has been shaped during the past years and the evolutions and adjustments performed within the office segment is a result of the demands and needs of a new breed of entrepreneurs, company leaders and highly opinionated young generation employees.

**In this context, The Diplomat – Bucharest organizes the 7<sup>th</sup> edition of WORKPLACE OF THE FUTURE, the conference dedicated to the workplace trends on April 27<sup>th</sup> in Bucharest at Grand Hotel Bucharest (former InterContinental), Fortuna Hall.**

This year, look out for hybrid and remote work, flexibility, maybe shorter workweeks, a push on ESG and DEI, a more transparent and effective performance measuring tools, a strong emerging of smart office solutions, the restructuring and redesigning of office spaces and even a complete disruptive manner of addressing the entire workstyle.

## SPEAKERS



**SIMONA ALMAJAN,**  
Country  
Manager, NXP  
Semiconductors



**DANIELA VERCELLINO –**  
COO,  
Societe Generale  
Global Solution  
Centre, in  
Romania



**STEFAN TUDOS,**  
Vice-President,  
Genesis Property



**ANDREEA MIRON,**  
People and  
Culture Director  
at Stefanini EMEA



**ANGELICA BARBU,**  
Chief People &  
Brand Officer,  
CEZ Romania



**GEORGIANA ANDREI,**  
Corporate  
Sales Officer,  
Regina Maria



**ANDREEA COTIGA,**  
Head of Leasing  
Office, CPI  
Romania



**ANDREEA PAUN,**  
Managing  
Partner, Griffes  
(Event  
moderator)

## Agenda

09:00 - 10:00  
10:00 - 12:00

Registration and Welcome coffee  
**CONFERENCE DISCUSSION**

## PROPOSED TOPICS

### ➤ THE OFFICE, RE-IMAGINED

The traditional office has endured several steep changes following the past years' events and the changes had to be achieved fast and effective, both for employers and employees. The office design trends continue to gain traction this year. The overwhelming shift to hybrid work persists, and as more companies had to adjust to the new work styles and models, some office venues were re-designed and re-imagined. Now the office holds a new meaning especially for the new generations, as they need a space where to concentrate, collaborate, and recharge and all this, within a unique-setting environment, that is also flexible, adjustable, tech-centered and fast responding to their needs.

### ➤ ACCELERATED DIGITAL TRANSFORMATION

We live in an era where everything is connected and the technology dictates and transforms the working style and workspace ecosystem. Artificial intelligence (AI), the internet of things (IoT), virtual and augmented reality (VR/AR), cloud computing, blockchain, and super-fast network protocols like 5G, even metaverse are just few drivers of the transformation. New solutions for augmented working, hybrid and remote working, business decision-making, and automation of manual, routine, and creative workloads combine these technologies in ways that enable them to enhance each other.

### ➤ GREEN AND SUSTAINABLE OFFICES

The current push of ESG at the forefront of the business agenda made companies to initiate change and improve their sustainability goals. The office has become a tool for employers to envision and implement their approach to environment, wellbeing, health, security and flexibility, recycling, green building standards (green construction or sustainable building), social value and net-zero targets as only few of the work market's demands and needs. The offices are the companies' responsible most tangible disclaimer as showcase for green and sustainable standards.

### ➤ THE HUMAN-CENTRIC EMPLOYEE EXPERIENCE

Everything is connected and the employees have been the first to respond and address the past years' changes in the work ecosystem. The companies need to deal with the new generation of employees that have been raised and educated in a very different environment and armed with a new set of values, expectations and demands. They are changing the status-quo and continuously disrupt the stiff and traditional organizational structures and working styles. Strengthening employee experience in 2023 is critical and the employers need to address and enable the humanizing and personalized dialogue with employees so the best outcome of performing together can be met.

12:00 - 13:00

Networking Lunch

MEDIA  
PARTNERS

