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13 May 2009

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DEGW's Andrew Laing to Headline *WorkTech '09*,

Global Conference on Workplace Technology and Innovation

New York event on May 19-20 organized by U.K.-based Unwired highlights changes in how today's businesses work, including a new trend in corporate organization called "activity-based work," or ABW. DEGW's Laing joins leaders from such companies as Accenture, Google, and the Institute for the Future.

NEW YORK, May 13, 2009 – Andrew Laing, Managing Director – North America for the workplace consultancy DEGW, will be a featured speaker at WorkTech '09, an influential two-day conference for global workplace leaders. The May 19-20 event, to be held in New York City's Time-Life Building, will focus on innovative case studies and examine the growing trend of *activity-based work*, which centers around task and activity rather than office presence or assigned workspaces. WorkTech '09 is widely expected to prompt a rethinking of how corporations organize their workplaces.

Recognized as one of the best-known thinkers and consultants on workplace strategy – having worked with companies such as Accenture, Capital One, Cisco, GlaxoSmithKline, Google and Microsoft – Andrew Laing will present an overview of innovative workplace trends from a global perspective. Laing identifies that networked technology is driving a revolution in how we plan, design, and use office workplaces. Laing will share international case studies of workplace innovations that have resulted in significant cost reduction, increased employee satisfaction, and higher levels of business performance.

"Activity-based work, along with mobile officing and distributed workplace models, are important trends that grew out of an urgent need to update our current conception of workplace – a change of mindset enabled by the latest mobile technologies," explains Laing. "The whole idea of work and workplace is being transformed. Now developers and designers of office buildings face enormous

challenges in what they should provide to organizations and end-users. The demand for innovation in sustainability, global ways of working, and the diverse nature of world cultures all combine to create entirely new models for the workplace.”

With topics ranging from “Work in a Synchronous Society” to “Co-working and Mobile Collaboration: Meetups & Unconferences,” the WorkTech '09 event is expected to produce a lively discussion of how to improve both work and the office itself. Dr. Laing’s presentation will provide an overview of significant European and North American workplace trends, adding his unique geographic perspective to this global think-tank of most prominent experts in the workplace field.

With corporate participants also on the program, WorkTech '09 will present a picture of the world’s most cutting-edge work environments. For a complete listing of Topics and speakers, visit www.unwired.eu.com. For more information on Dr. Laing and DEGW, visit www.degw.com.

PRESS INVITED TO WORKTECH '09 – By RSVP only, please – space is limited. To register as a guest and to request images and interviews, please contact Chris Sullivan in New York at +914.462.2096 or chris@ccsullivan.com.

About DEGW

DEGW is a leading strategic design consultancy, operating from twelve offices in Europe, Asia Pacific, and North America. Clients use DEGW’s international expertise to find appropriate local solutions that achieve their objectives and deliver measurable business benefits. DEGW enjoys a solid reputation for helping clients align physical space with organizational objectives.

While best known for its work designing or consulting on high-performance workspaces for Fortune 500 companies, DEGW’s range of experience and competency is much broader. For example, the consultancy has strategically assessed large complex sites and entire city plans to meet business, social, or economic goals. Further, DEGW has become a leader in sustainable accommodation – green building and interiors concepts focused on occupant well-being and effectiveness. The firm leads numerous market sectors that rely on the powerful integration of technology, human behaviors, and the built environment.

These capabilities have benefited clients in the corporate, retail, governmental, and educational spheres around the world since 1973. Whether working with corporate clients, government, city planners or real estate developers, DEGW’s focus is on “design for change.” effectiveness. The firm leads numerous market sectors that rely on the powerful integration of technology, human behaviors, and the built environment.



About Dr. Andrew Laing

Managing Director of DEGW’s North America operations, Dr. Andrew Laing’s expertise lies in research into the design and use of the workplace. Dr. Laing is involved with many significant DEGW clients, including Accenture, Cisco, Deutsche Bank, Fidelity Investments, GSA, Google, Microsoft, GSK, Macquarie, and Pfizer. The co-author of *New Environments for Working* and *The Responsible Workplace*, Dr. Laing has published articles in the *Journal of Corporate Real Estate* and *Properties* magazine and speaks regularly at conferences on workplace performance and sustainability.