



PRESS RELEASE

This is the future of working : Coworking Europe 2011

14 October 2011, Berlin Germany – The second Coworking Europe conference, organised by Enterprise Globale, Club Office and Betahaus with the support of Deskmag/Deskwanted, is more than a look at coworking spaces, it is a place to explore the movement as a whole and investigate deeper how the way people work is changing in general. From 3-5 November, over 200 people from Europe, the U.S, and China will gather together to learn in Berlin, which holds one of the highest concentrations of coworking spaces in the world.

Innovation is born from necessity and in turn can create a movement. The origins of coworking can be traced to groups of freelancers, who had been working alone, collaborating to create a new work environment. Now we see new faces, those who have become frustrated with the confines of their corporate working conditions, joining in. Additionally, city governments are seeing coworking as a way to nurture creativity and, in turn, economic development.

During the three day conference participants will represent a number of institutional players, city councils, universities, innovation incubators and corporations, looking at coworking as a sustainable option for the future of working.

Day one of the conference, at Club Office, will spark the intellectual fire with numerous presentations and workshops. Carolyn Ockels and Steve King from Emergent Research will present recent findings from their study 'The State of Independence in America', which focuses on the situation of freelancers, entrepreneurs and contractors. Christoph Giesa from the Otto Group, a large German corporation, will share another side of the story, "Like all big companies we are facing a shortage of skilled personnel, and we have to accept that there are people who want to work in a different way from now on," Giesa said. In addition, Deskmag will present early results of their second in depth Global Coworking Survey.

In the spirit of coworking the conference incorporates an open and collaborative format, day two will be held in bar camp style at Betahaus, and everyone is welcome to present an idea to share.

While statistics tell one story, and a corporate perspective provides another, it is coworking space managers who undoubtedly have the best understanding of the true state of the freelancers working inside their locations. They will be encouraged to voice their observations on the topic, and to propose their own sessions as a part of the bar camp.

On the third day five guided tours are prepared, in the city where most freelancing creatives spent their days in cafes before coworking was born. Starting at Club-Office and ending at Betahaus, the tours will show you the wide range of Berlin's coworking spaces, including the newest, Sankt Oberholz, a cafe which opened a coworking space right in Berlin, Mitte. During the conference you can easily sign up for one of the tours.

Of course it is not just about presentations, over the course of the three days participants will be provided with large chunks of networking time to more intimately discuss the topics and form lasting

relationships. Food, coffee, drinks, music, and the city of Berlin itself will undoubtedly bring people closer together and make a lasting impression.

Speaker confirmations are still coming in and the limited registration is now open. Please visit <http://www.coworkingconference.com/> for more information, or to take part in the Global Coworking survey <http://www.coworkingsurvey.com>.

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