

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
Nov 13		DAY 1			
08:45	12:00	Registration + cloakroom	The registration process starts		
08:45	09:30	Coffee/tea/water	Making waking up easier with Coffee&Tee		
09:30	09:35	Welcome speech	Introduction to the conference	Alex Ahom (Shhared), Jean-Yves Huwart (SocialWorkplaces.com)	-
09:35	09:45	Introduction by Director of the Economic Development Department at the City of Warsaw		Grzegorz Kaczorowski (Director of the Economic Development Department at the City of Warsaw)	Big Picture
09:45	10:05	Introduction to the Warsaw Coworking Ecosystem	Keynote - An introduction to the booming Warsaw and Polish coworking ecosystem and its growing players	Kasja Wojnar (Brain Embassy), Konrad Szaruga (CBRE), Natalia Kuliberda (Coolbird), Marta Moksa (O4)	Big picture
10:05	10:20	Global Coworking Survey 2019 - Last insights !	Keynote - Latest data and figures on the rise of the global Coworking industry.	Carsten Foertsch (Deskmag)	Big Picture
10:20	10:35	Country, cities, regional patterns - The characteristics of the coworking growth in Europe according to the local realities and environment in Europe	Keynote	James Rankin (Instant Group)	Big Picture
10:35	10:50	The Uncalculated Value of Flex Office Space - What clients really need to know when they begin their office space search.	Keynote	Thomas Schulz, All Office Center	Big Picture
10:50	11:15	What do Coworking spaces modern tenants look for ? - A view from the members	Conversation between users of coworking spaces - Their expectations, needs, visions and experience of coworking	Ula Wróbel (JobforGeek), Anna Podkowińska-Tretyn (Supermercato24), Alicja Kulawik (GogoApps), Magdalena Bytniewska (Kincentric)	Big Picture

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
11:15	11:25	Maria 01 Helsinki - A look at the soon to be biggest startup campus to operate in Europe	Keynote	Ville Simola (Maria 01)	Big Picture
11:25	11:35	Warm up session and practical messages	Reminders, things to take into account, updates, etc.	Diego Ain	
11:35	12:10	Coffee Break	Take a break!		
12:10	13:00	Coworking spaces fully run from the Cloud - Advantages, challenges, what will be the limits?	More and more online tools are available to operate a coworking space, up to AI. How far does it improve the quality of the service? The experience of tenants? What about the interoperability? What is the status to data? Can we get lost within all the growing features? What to expect next in terms of automation? Will tomorrows coworking spaces to be operated remotely? A lot of questions and challenges will be discussed with the worlds best coworking tool providers.	Xabier Martinez de Apellaiz (Salto KS), Momchil Andreev (Office RnD), James Shannon (Essenys), Christoph Hammer (Ezeep), Kitty Bons (ZapFloor), moderated by Jean-Yves Huwart	Business / Operations
12:10	13:00	Growing to various locations. Lessons learned	Interactive Workshop - Lessons learned from growing our individual coworking space into a coworking chain with three locations and more coming.	Thom Wernke, StartDock (Amsterdam)	Business / Operations
12:10	13:00	Learnings from operating a women only coworking	Interactive Workshop - Gender equality is one of the biggest challenges of our time. Can coworking communities help create a women friendlier environment and balancing our society? The experience of CoWomen in Berlin illustrates that it can. Hannah, Sara and Kate will share insights, learnings and best practices.	Hannah Dahl, Sara-Marie Wiechmann, Katharina Brendel (CoWomen)	Impact
12:10	13:00	How to make coworking part of global mobility packages?	Interactive Workshop - Talk about how to interlink public transportation with appropriate and on-demand workspaces.	Bastian Boss, Deutsche Bahn (Berlin)	Trends
13:00	14:15	Lunch Break	Eat something!		

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
14:15	15:05	Making coworking a friendly environment for small and large corporations: dealing with space size, companies cultural differences and social match making	Panel - Coworking started as a model for individual freelancers. Tenants' profiles are way more diverse nowadays. Any size, any industry, any culture. Coworking bring flexibility and hospitality to bigger and bigger companies. How to address the needs of bigger customers? How to fulfill the needs of bigger teams? What are the questions to ask when dealing with space allocation? Can a too big company create unbalances with the space? How to mingle different company cultures or make sure they can live alongside one another? To what extend are corporations more demanding? Those topics and some others will be covered during the panel discussion.	Agnieszka Lekszycka (WeWork), Franz Palleres (Aticco), Inga Hilgenberg (Unicorn), Maciej Krol (Business Link), moderated by Natalia Kuliberda (Coolbird)	Operations / Business
14:15	15:05	How to build up a great community feeling and sense of belonging within a coworking space hosting different profiles	Interactive Workshop - Brain Embassy experience has a great experience with building a warm community feeling and sense of belonging. The different profiles hosted in their space is not an issue. The session will propose some approaches based on co-creation and participation.	Kasia Wojnar (Brain Embassy)	Operations / Business
14:15	15:05	How to deal with real estate agents to grow your coworking business intensively and extensively	Interactive Workshop - Big or small spaces, how to partner up with real estate agents to fill in your space ?	Adam Lis (JLL)	Operations / Business

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
14:15	15:05	Reducing the carbon footprint of coworking spaces and of the community through Car sharing and other solutions	Interactive Workshop - Fiona Frank works at Green Elephant Cooperative, which runs Halton Mill, a low carbon coworking and event space. Halton Mill's power comes from a community funded hydro electric plant in the river five minutes away, and is heated by locally sourced woodchip through a district heating system. Each of our individual tenants is metered separately for heat and electricity. But we still have a lot of work to do on our travel plan - we're trying to get people to share journeys - and on our waste production. Coworking is great for the climate crisis, with people coming together rather than heating 50 individual homes each day if they were working at home. Come and share your achievements and let's work together on improving our carbon output.	Fiona Frank (Green Elephant Cooperative)	Impact
15:10	16:00	Why does it make sense, for property owners, to develop coworking offerings within office buildings?	Panel	Peter Ceresnik (HB Reavis), Jaroslaw Bator (Skanska), Nir Kelner (Adgar), moderated by Konrad Szaruga (CBRE)	Operations / Business
15:10	16:00	How to manage buildings and facilities, and what to manage, at the age of flexible workspace environments ? (ISS's vision)	Interactive Workshop -	Gitte Andersen, Signal/ISS	Operations / Business

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
15:10	16:00	The role coworking can play to boost local innovation dynamics and international networking	Interactive Workshop - How can coworking have a direct impact in creating thousands of jobs and a healthier economy? What effect does proximity have on effective collaboration? Join Melissa Ablett, Strategic Director of CIC International, for an interactive workshop in which Melissa will discuss research related to these questions, but also share the strategy and processes with which CIC (the Cambridge Innovation Center) and its sister non-profit organization, Venture Cafe, are building effective international networks in a global innovation community.	Melissa Ablett (Cambridge Innovation Center)	Impact
15:10	16:00	Is it possible to create a sustainable coworking business in rural areas ?	Interactive Workshop - Coworking in suburb and in the countryside are not like Coworking in big Metro Cities. Workers profiles, population density, mobility options... are different. How to build up a value proposition for coworking in rural areas taking those differences into account? Germany will be represented as starting point, supported by the academic research. Extrapolation to Europe. Share experiences. Belgium, France, Italy, etc, comparison, and what could be the solutions.	Simon Werther, Stuttgart Media University (Stuttgart)	Trends
16:00	16:30	Coffee break	Take a break!		
16:30	17:20	Coworking and Sales - What process, strategy and tools to put in place to increase membership, occupation rate and conversion?	What do coworking tenants and members expect from a coworking space, nowadays? How to deal with different profiles? What are the sales channels to put in place? How to coordinate it with the marketing efforts? What is the cost/sale maximum in percentage of revenue coworking shouldn't go beyond? What is the right mix between online and offline sales? Those key questions will be addressed during the panel.	Nicolas T'kint (Rialto), John Williams (Instant Group), Mikolaj Niemczycki (Cushman & Wakefield), Jakob Dalhoff (MatchOffice), Sabine Larrieu-Hellestad (Blender Collective), moderated by Christine Andrews (Deco Group)	Operations / Business

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
16:30	17:20	The distributed-in-coworking workforce model fixing the employee commuting hell - How to come over the companies resistance	Interactive Workshop - Workero works with companies in Belgium proposing them to use it's network of coworking spaces implemented within third parties building. What are the conversations like and what are the key elements to discuss with employer to remove their fears of letting employees "satellite work" in coworking spaces distributed around the country ?	Dirk Paelinck (Workero)	Business and Operations
16:30	17:20	Elevate Coworking Experiences with Sounds, Scents and Sights of Nature	Interactive Workshop - Actionable ideas to boost well-being, productivity and creativity.	Philip Van Houtte (Ozadi)	Trends
16:30	17:20	An open reflection on coworking revenue diversification	Facilitated conversation and experience sharing around ways making it possible for coworking space to diversify revenue sources (sponsoring, provision of trainings, local content production, etc.).	David O'Coiminn, Kasia Wojnar	Trends
16:30	17:20	General Assembly European Business Centres Workplaces Association (EWA)	The EWA is hosting it's GA at Coworkign Europe. Open for those who want to know more about it.		
17:00	20:00	Coworking Tour / Free time	Coworking Tour / Free time		
20:00	23:00	Coworking Europe Opening Night at Solutions.Rent	Solutions.Rent welcomes you to their great space in the heart of Warsaw with a welcome drink and snack. The Instant Group and essensys are inviting all attendees for drinks during a long happy hour to enjoy the evening.		
Nov 14	16:00	DAY 2			
08:45	12:00	Registration + cloakroom	The registration process starts		
09:10	09:40	Unconference starts	Unconference explanation	Juliane Becker and Iris Wolfer (Coconat)	

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
09:50	10:40	Are hospitality, conviviality and community the same thing? - A coworking perspective	Community has been at the core of the coworking value proposition and narrative for almost a decade. With time, though, we see that there are different ways to define what a coworking community is. Stimulating personal contacts, providing introductions, caring, sustaining a good vibe within the space... those are elements also associated with hospitality. Is hospitality the true value proposition of coworking? Or does community go deeper? Are both only two faces of the same coin? Interesting debate between coworking players.	Stéphane Bensimon (Wojo), Piotr Boulange (WeWork), Piotr Grabowski (HubHub), Vandita Purohit (The Daftar), Stéphanie Brisson (TechSpace), moderated by Liz Elam (GCUC)	Trends
09:50	10:40	Key parameters to consider before launching a space, from community building to profitability target (Session 1)	Conversation dedicated to beginners who are still in the phase of considering to open a coworking space or not. What are the main points to pay attention to. What are the experienced mistakes and what can be avoided. A similar session will take place on Day 3 as well.	Vanessa Sans, HWL / Betahaus Barcelona	Business / Operations
09:50	10:40	Status Quo of Rural Coworking - Special all day long World Café on Coworking in small towns and in the countryside	Which Coworking concepts do we need in rural areas? This session focuses on best practices of local and government funded partnerships, funding strategies in general and the challenges you might be facing in your rural coworking space. Together we will collect these in an interactive workshop format as a base for the following sessions.	Facilitated by Johanna Voll, Christian Cordes, Tobias Kremkau (German Coworking Federation)	Trends
09:50	10:40	Unconference - Mapping Your Impact	How do you understand and communicate the impact your coworking business is having? How do you / your team know you're all working to the same vision? Let's look at the Coworking Canvas to understand your inputs, outputs, outcomes and impact.	Samantha Hulls - The Melting Pot – Head of Collaboration	Unconference
09:50	10:40	Unconference - Your personal Digital Nomad Mapping	What's your Nomadic Profile? Discover your personal Type, design your life strategy.	Thomas Wickart - wickart.digital / DNA	Unconference

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
09:50	10:40	Unconference - Coworking beyond barriers	Concept of unique coworking space that has been developed over 1 year. Innovative architecture and consulting studio experienced in office design and work environment studies together with (and as a gift for - pro bono) one of the biggest NGO foundation oriented on disabled people in Poland. It will appear in Warsaw in 2020, but there is still lot of unexplored areas that could be added to the final project. We are looking for partners and companies interested in making change in world we live in. They could join by contributing their vision, values and / or services into this unique concept.	Kaya Abdank - Hub Hub Community Manager	Unconference
09:50	10:40	Unconference - The value of a building a coworking brand	Challenging the idea you need a strong brand	Nicolas Kint - Rialto, Founder	Unconference
10:45	11:35	Can the right branding make 50% or more of coworking success?	Panel - The idea of the panel is to figure out the importance of branding for a coworking space or network : Why branding? What is the evolution? What does coworking brand encompasses in terms of value, focus ? How about promotion? (are different channels needed for different brand poisitoning) Does coworking brand overlaps exist today (focus on startup, creative businesses, etc.) ? Is international branding better than local/boutique one? Lots of very good insights and thoughts on the importance of branding in 2020 coworking world.	Uri Bar-Joseph (Mindspace), Benjamin Nick (Unicorn), Bartosz Chmiel (HubHub), , Konrad Szaruga (CBRE), moderated by Christine Andrews (Deco Group)	Trends

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
10:45	11:35	How can coworking operator structure a real estate purchase	Workshop - This workshop will explore the risks and benefits of building ownership for coworking operators, and also the risks and benefits for landlords in operating a coworking space. We will walk through sample structures a coworking operator can use to purchase a building, how to analyze a potential purchase, and pitfalls to avoid when jumping into building ownership. We will also discuss alternative structures to ownership or leasing, such as a joint venture between a building owner and coworking operator, and a fee-for-service management agreement	Josh Fine (Focus Property Group)	Business / Operations
10:45	11:35	What are key points to success for rural coworking spaces? - Special all day long World Café on Coworking in small towns and in the countryside	The conversation will focus on the following questions: What are the basic needs to open a rural space in terms of infrastructure and mobility? How do we attract (more) people (target group)? Which value proposition is effective? What are good formats that work well? The interactive workshop is aimed at operators of rural coworking spaces.	Facilitated by Johanna Voll, Christian Cordes, Tobias Kremkau (German Coworking Federation)	Trends
10:45	11:35	Unconference - (Free) Tools for Coworking Spaces	What tools do people use to run their coworking space operations? I will share my experience with marketing, billing, room reservation, wifi and smart locks and provide some information why we choose these tools for Coworking Bansko. Looking forward to hear from others space operators what tools they use and their experiences. This is a session for technology users, please no pitches from technology providers.	Matthias Zeitler - Founder, Coworking Bansko	Unconference
10:45	11:35	Unconference - Building alliances, networks and partnerships for growth	Should coworking spaces "join forces" to attack common problems, to create scale, to grow via partnerships?	Serkan Kurtulus - Cowork7/24, CEO	Unconference
10:45	11:35	Unconference - Global Event Formats	Let's exchange on event formats that are already proven and ready to adopt (or license) for your coworking space communities	Claudius Krucker - Founder and Host, CreativeSpace	Unconference

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
10:45	11:35	Unconference - QC for smaller spaces wishing for corporate clients	If the smaller coworking spaces wish to attract corporate occupiers and more financially secure tenants, the hurdle to achieving this is basically poor technical standards, service levels and security both technology and building management.	Patrick Murdoch - The Hub Newry, Co-Owner & Co-Founder	Unconference
11:35	12:10	Coffee break	Take a break!		
12:10	13:00	How coworking increases real estate and property value?	<p>Panel - This panel will address key questions regarding the impact coworking can have on building valuation, from the perspective of landlords. The panel will address fields such as : does coworking increase or decrease value? What is the optimal percentage take-up of space by an operator in a building – can a building entirely operated by a coworking operator (sole tenant) be a feasible investment product? Does having coworking in the building help to market traditional space to tenants as they grow or is it starting to compete for the same clients and their requirements?</p> <p>About deal structure, will straight long term leases with market level rents continue to be the dominant business model of operators on the space acquisition side or are we heading toward revenue/profit sharing, management fee structures and franchising models with landlords? Should landlords, funds and banks look at the type of end customer (i.e. user / member) of coworking operators? Is it important for evaluating the operator's capability to pay rent?</p>	Nicklas Lindberg (Echo Investment), Marcin Juszczyk (Capital Park), Mariusz Frackiewicz (Avestus Real Estate) Magdalena Kowalewska (Immofinanz), moderated by Mikolaj Niemczycki (Cushman & Wakefield)	Trends

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
12:10	13:00	What is the successful strategy an independent coworking operator can have to level the playing field with the big international players?	Barcelona based Aticco grew from 1.000m2 to 25.000m2 (6 buildings), within 30 months, despite facing a fierce competition from some of the biggest coworking brands operating in the world. Today, Aticco continues its expansion, without VC money. Hear about the vision and the key success factors.	Franz Palleres (Aticco)	Business /Operations
12:10	13:00	Funding and Sustainability of rural coworking - Special all day long World Café on Coworking in small towns and in the countryside	The goal of this workshop is to discuss funding opportunities and sustainable concepts for the long term existence of a rural coworking space (after the initial funding phase). What are funding criteria and what does "rural" actually mean? How can we develop sustainable concepts that are self-sufficient?	Facilitated by Johanna Voll, Christian Cordes, Tobias Kremkau (German Coworking Federation)	Business /Operations
12:10	13:00	Unconference - Potential Online community of nomadic coworkers	e-residency of Estonia introduced global ID. Can coworker be powered?	Takayuki Hagihara - Principal - Ubiquitous Lifestyle Laboratory	Unconference
12:10	13:00	Unconference - Digital Marketing for Coworking Spaces	Coworking spaces need to use various digital marketing techniques to get leads. In this session we will share and discuss the digital marketing experience and vision of andcards team (accumulated 16+ years in Ahrefs, Template Monster) with other coworking businesses.	Igor Dzhebyan - andcards CEO	Unconference
12:10	13:00	Unconference - Uplift Competition	We have for the second year in a row, organised a business idea competition. This is done together with our current customers. In a nutshell, we offer anyone the opportunity to apply with a company or a business idea. The finalists get to pitch in front of a live audience and the jury. The winners get awarded with a one year membership and services worth 30.000€. This is a great way to encourage entrepreneurship and to get positive marketing as well as networking going.	Petter Larsen - Cospace Finland,CEO	Unconference

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
12:10	13:00	Unconference - Tools for running a co-working spaces	<p>Coworking spaces are primarily positioned as "pay as you go model" similar to other sharing economy businesses such as Uber, Airbnb etc where the users pay only for usage and not for owning, however the whole leasing out office spaces in a coworking space is still done in a traditional sense where there are separate teams for Sales, for community management and for running the operations with very minimal overlap.</p> <p>This incidentally is also reflected in the tools used to run a space, CRM for managing sales, Co-working management software for managing the community and separate ticketing system for requests and tasks.</p> <p>The end user remains the same, but based on the process, they are onboarded on separate tool and there is no single place where all the interactions and activities pertaining to customer are captured, plus co-working spaces of a decent size end up spending significant amounts of money on licenses for CRM, Co-Working management tools and for Ticketing system.</p> <p>Would love to hear the participants express their wish for how their vision of a unified tool will look like? Do they feel they are missing out on insights and analytics from the community team which can help the sales team upsell bigger office space to growing company within a co-working space than constantly looking to add new members?</p>	Sushant Chavan - Ampolon Ventures, EiR	Unconference
13:00	14:15	Lunch break	Eat something!		

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
14:15	15:05	"My city is no Startup Hotspot" - How different has my Coworking value proposition to be?	Panel - Europe's big Metro's and dynamic digital friendly ecosystems have coworking spaces everywhere. In more less internationally connected and more conservative areas, figures show that the pace of coworking openings is slower. The conversation will be led to hear from the experienced coworking operators how spaces can adapt their message and proposition to fit with the specificities of those environments where the startup mindset is less developed.	Wolf-Nicolas Henkels (Codeks), Claire Carpenter (TheMeltingPot), Miroslav Mijatov (SmartOffice), Alex Ahom (Shhared), moderated by Jean-Yves Huwart (SocialWorkplaces.com)	Impact
14:15	15:05	How to recruit the right team to operate a coworking space?	Interactive Workshop - Ashley Proctor is one of the most well known coworking veteran in Canada. Her years long experience with recruiting coworking teams in Toronto and Vancouver gave her a specific ability to hire the most accute personalities and put together the right skills and shape up the most dedicated coworking management team. What are the right questions to ask ourselves when building up the recruitment strategy? What are the important points to pay attention to? Human and social skills, experience with operations and markteting : where to find the balance?	Ashley Proctor (Creative Blueprint)	Business/Operations
14:15	15:05	Open topic - Special all day long World Café on Coworking in small towns and in the countryside	The session will include a session that is proposed during the unconference and focuses on rural coworking.	Facilitated by Johanna Voll, Christian Cordes, Tobias Kremkau (German Coworking Federation)	Trends
14:15	15:05	Unconference - How to target users and get them signed up as customers	Word of mouth. How best to spread it.	Huw Otoole - HUB13 Co working Hub. Director	Unconference
14:15	15:05	Unconference - Decentralized Coworking for corporate commuters	I want to engage into experience exchange on decentralized coworking outside of metropolises and how to engage especially commuting employees into coworking communities.	Gregory von Abendroth - 1000 Satellites Coworking	Unconference

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
14:15	15:05	Unconference - Custom and private spaces: how to deal?	How to adapt spaces to the particularities of each organization	Des Dorides - Arthur Loyd	Unconference
14:15	15:05	Unconference - Sublease: A solution for rising commercial rents?	In many large cities commercial rents are rising rapidly, in Berlin by 50% in the last 5 years. With high occupancy rates, it is becoming increasingly difficult, especially for small start-ups and NGOs, to find suitable and affordable office space. On the other hand, however, there are many companies that have too much office space and are perhaps willing to give this space to subtenants. In Berlin, Kiez Buero Coworking has started two such projects. Are there any other experiences or ideas on this subject?	Björn Budack - Kiez Buero Coworking, Founder + CEO	Unconference
15:10	16:00	Taxonomy of spaces?	Panel - With the hybridation of coworking, come a lot of different approaches and experiences. Shouldn't the vocabulary move to fit better with the reality of coworking in 2019?	Viktoria Peppler, Marta Moksa (O4), Marko Orel (Prague University of Economics), moderated by Caroline Van Keymeulen de Oliveira	Trends
15:10	16:00	The cooperative (co-op) business model for coworking spaces - Best Practices and Learning	Participative panel - A fireside chat with Fiona Frank, Schrøder Aanonsen and Hans-Peter Sander that run their coworking space in a co-op structure, moderated by Matthias Zeitler. We will explore best practices, challenges, opportunities and learnings specific to the cooperative business model to turn members from coworking customers into coworking shareholders. This session is especially relevant to community focused coworking spaces and anyone who is considering the legal structure of their space.	Fiona Frank (Green Elephant Coop), Jørgen Schrøder Aanonsen (Blender Collective) Hans-Peter Sander (Denkerhaus Ammersee). Facilitated by Matthias Zeitler (Coworking Bansko)	Business / Operations

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
15:10	16:00	Outlook: What's next? - Special all day long World Café on Coworking in small towns and in the countryside	The final session will be based on the results of the previous discussions. How can we support each other? How can we get support for critical infrastructures from policy makers (i. e. mobility, internet access, real estate, etc.)? The goal of this workshop is to collect a list of demands for regional and European policy makers as well as other non governmental institutions. The results will be beneficial for future funding processes and (public) tendering procedures and will be published afterwards.	Facilitated by Johanna Voll, Christian Cordes, Tobias Kremkau (German Coworking Federation)	Trends
15:10	16:00	Unconference - Content marketing strategy/ Defining Buyer persona	We all know that in today marketing is all about content and understanding customers needs so ...	Ivaylo Kunev - Worky Coworking & Coffee	Unconference
15:10	16:00	Unconference - Outsource the operation and framework (and keep the fun part)?	As coworking space managers you might thought about getting rid of the administration, controlling, marketing and the day-to-day operation task in order to focus on the people, the community and business development — all the fun part. Would you up for that? Do you have any good experience?	Aron Levendel - KAPTAR coworking, Founder and CEO	Unconference
15:10	16:00	Unconference - Data sharing in the industry	The whole industry would collectively benefit from better data sharing, for instance in their conversations with landlords. How can we promote this?	Ben Tannenbaum - CoworkIntel / Co-Founder	Unconference
15:10	16:00	Unconference - 2019 Italian Coworking Scene	A brief introduction on the Italian Coworking scene, drawing from the preliminary results of the national survey 2019 the flour will be open to trends and experience exchange on the Italian way to the coworking	Michele Lo Russo - founder @ Italian Coworking	Unconference
16:00	16:30	Coffee break	Take a break!		
16:30	17:30	Wrap-up Unconference	Short presentation of the findings		Unconference
17:00	20:00	Coworking Tour / Free time	Coworking Tour / Free time		

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
20:00	23:59	Pub Crawl - Serendipity Networking and Fun	Networking activity		
Nov 15		DAY 3			
10:00	12:00	Registration + cloakroom	The registration process starts		
10:15	11:05	Space Design that leads to Community Engagement	Workshop on how to figure out space layout to increase identity and social sense of belonging.	Vandita Purohit (The Daftar)	Business / operations
10:15	11:05	How to accommodate company scale-ups and keep them within your space?	Workshop - Techspace has been growing steadily for some years in Europe, and especially in Berlin. The coworking operator accommodate fast growing digital startups and SME's which need a lot of flexibility in terms of capacity increase once their payroll start to grow rapidly. Techspace has handled many of these situations in house and had to put a process to manage their own scaleup rhythms.	Stéphanie Brisson (Techspace Berlin)	Business / operations
10:15	11:05	Co-living & Coworking: How to bring the different "Co-" together...and does it make sense?	Workshop -	Julianne Becker/Iris Wolfer (Coconat)	Trends
11:05	11:40	Coffee break	Take a break!		
11:40	12:30	Key parameters to consider before launching a space, from community building to profitability target (Session 2)	Conversation dedicated to beginners who are still in the phase of considering to open a coworking space or not. Conversation dedicated to beginners who are still in the phase of considering to open a coworking space or not. What are the main points to pay attention to. What are the experienced mistakes and what can be avoided. (Same session as on Day 2 for those having missed it)	Vanessa Sans, HWL / Betahaus Barcelona	Business / operations

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
11:40	12:30	Why and how to initiate and grow your coworking community (in urban or rural area)	Workshop - Gain a deeper understanding of the need, value and power of community; apply this to the context of coworking; learn easy steps to start to build a vibrant coworking community which enhances your business	Claire Carpenter (TheMetlingPot)	Impact
11:40	12:30	Co-design your next coworking space	Kinnarps Next Office Concept has developed a set of tools that facilitate quick and accurate space requirements definition. Among them our Next Office Game plays a paramount role as interactive workshop's tool that, for a given group of Users, matches office typologies with preferred activities. The game contextualises spaces for key types of work-related activities, such as focused work, studying, collaboration, socialising, and relax . As a result, Next Office Game delivers the adequate blend of spaces resulting in high-performance workplaces.	Karina Kreja (Kinnarps)	Business / operations
12:30	13:45	Lunch and coffee break	Eat something!		
13:45	14:35	Wellbeing in Coworking Space Design	A workplace that helps us initiate and regulate social interaction, and that takes into consideration factors like personal space, physical and psychological proximity, and territoriality, helps us feel better. And when we feel better, we work better. We explore how social ergonomics interacts with cognitive and physical ergonomics to create a full human experience at work.	Bertie van Wyk (Herman Miller)	Trends
13:45	14:35	Digital nomadism overview between Europe & Africa: Coworking Spaces as core partners	A conversation on how coworking spaces can operate to connect ecosystems between continents, with Ilham Halib facilitating and sharing her experience from Morocco. Europe to Africa, Africa to Europe, but also Europe and Africa to the rest of the world.	Ilham Halib (@7AY Coworking & Coliving)	Impact
14:45	15:15	Closing discussion and takeaways			

STARTING TIME	ENDING TIME	TITLE	DESCRIPTION	SPEAKER	TRACK
15:00	20:00	Coworking Tour / Free time	Coworking Tour / Free time		
21:00	23:00	Coworking Europe Farewell Party at newonce.bar	Networking event - Get together		