

# Welcome To Collaboration Week New York



*“We met in 2020 and then the world shut down...”*







# Welcome To Collaboration Week New York



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# Session 4: Designing Future Ready Offices: Where to begin

*Mark Peterson*  
*Senior Principal, SM&W*  
*[mpeterson@smwllc.com](mailto:mpeterson@smwllc.com)*



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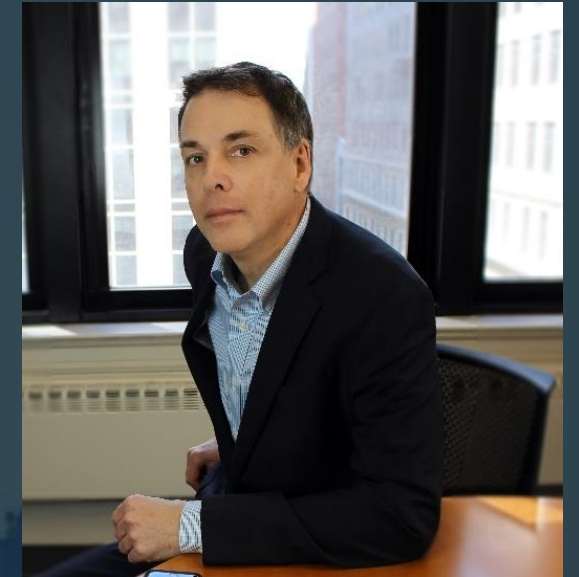




# Mark Peterson, Senior Principal

*Global AV Discipline, Corporate Market Leader*

*SM&W is an acoustics, audiovisual, information technology, physical security & medical equipment planning consulting firm with offices worldwide. We are a “pure” consulting firm, with a legacy of creating innovative user experiences, pushing the boundaries of possibilities, and making sure those we partner with succeed. OUR CORE PURPOSE is to provide guidance & creative technology solutions to make the places we work, play and live more functional, safe and welcoming.*



**SM&W**





### OUR INTEGRATED DESIGN SERVICES

- ACOUSTICS
- AUDIOVISUAL
- INFORMATION TECHNOLOGY
- PHYSICAL SECURITY
- MEDICAL EQUIPMENT PLANNING

# What Is The IMCCA?

Interactive Multimedia and Collaborative Communications Alliance

- Non-profit, technology neutral
- Focus on all multimedia & collaboration
- Increase awareness & branding
- Unification of organizations & interests
- Further learning objectives
- Industry Alliances
- Networking Opportunities
- Monthly Newsletter
- Educational Opportunities
- Special Interest Groups



[www.IMCCA.org](http://www.IMCCA.org)

*Free Membership For End Users  
Many Benefits for Vendor Members  
Contact Carol Zelkin, Executive Director  
[Czelkin@imcca.org](mailto:Czelkin@imcca.org)*



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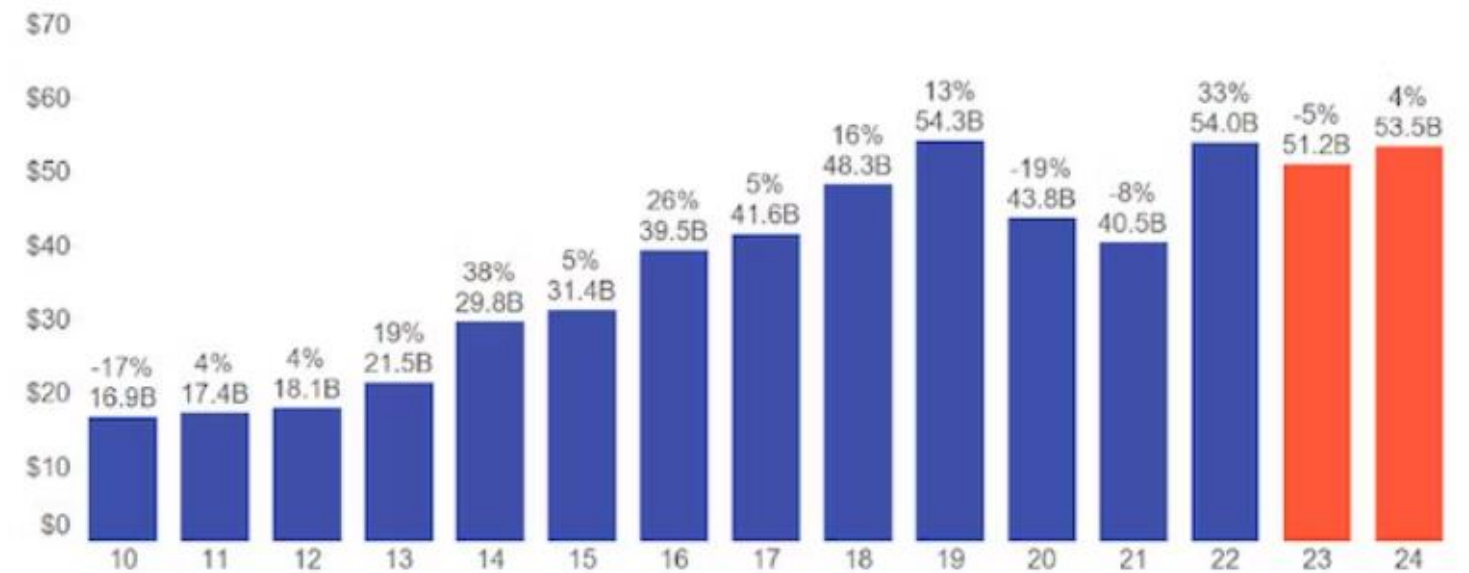


# WHAT DOES THE FUTURE HOLD FOR OFFICE SPACE?

## NYC Construction Forecast:

- Office construction under stress due to Work-From-Home
- Surge in Office-to-apartment conversions
- Rising costs, labor shortages and fears of an economic slowdown

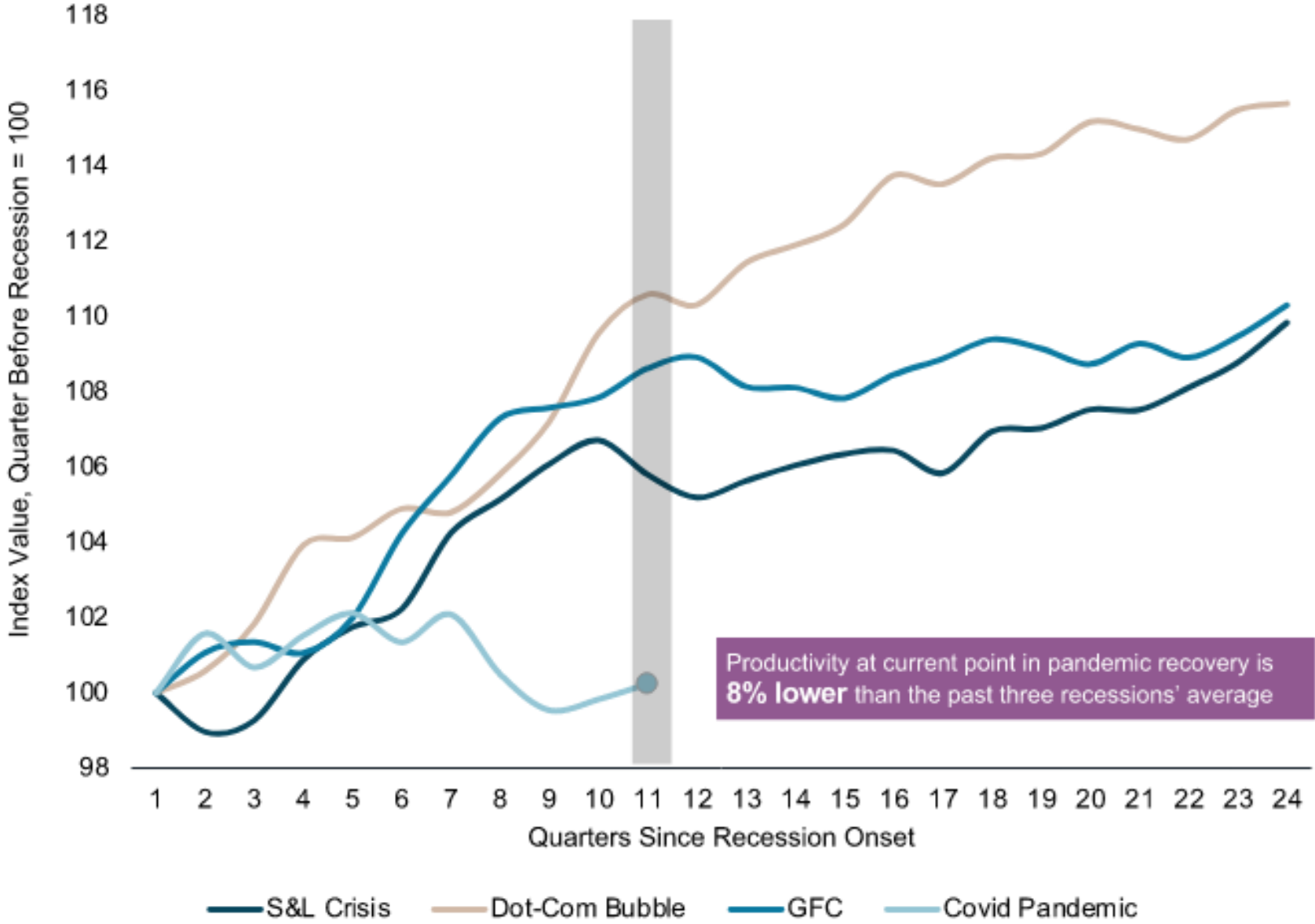
Office Construction Starts (Billions)



Source: Dodge Construction Network  
Equipment World.com, June 2023

# LABOR PRODUCTIVITY IMPACTED BY WORK-FROM-HOME

“Business sector productivity has experienced the sharpest decline on record.”



Source: JLL Research, Bureau of Labor Statistics, 2023



# CEOs WANT THEIR EMPLOYEES BACK

- Mark Zuckerberg: *“We’re still not seeing teams work together in the office as much as intuitively I would hope.... we should be doing more there...”*
- Jamie Dimon: *“No seat, no job”*
- Bob Iger: *“In a creative business like ours, nothing can replace the ability to connect, observe, and create with peers that comes from being physically together....”*
- Fiona Cicconi (Google): *“Of course, not everyone believes in ‘magical hallway conversations,’ but there’s no question that working together in the same room makes a positive difference...”*

Source: JLL Research, Bureau of Labor Statistics, 2023

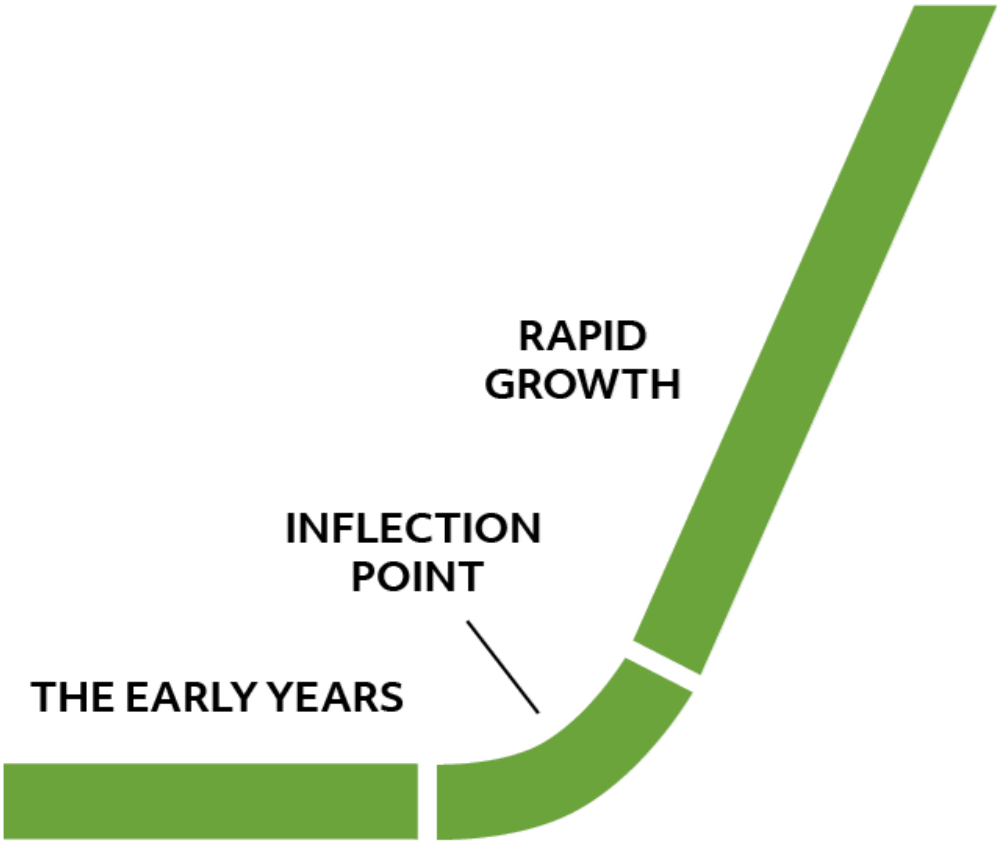
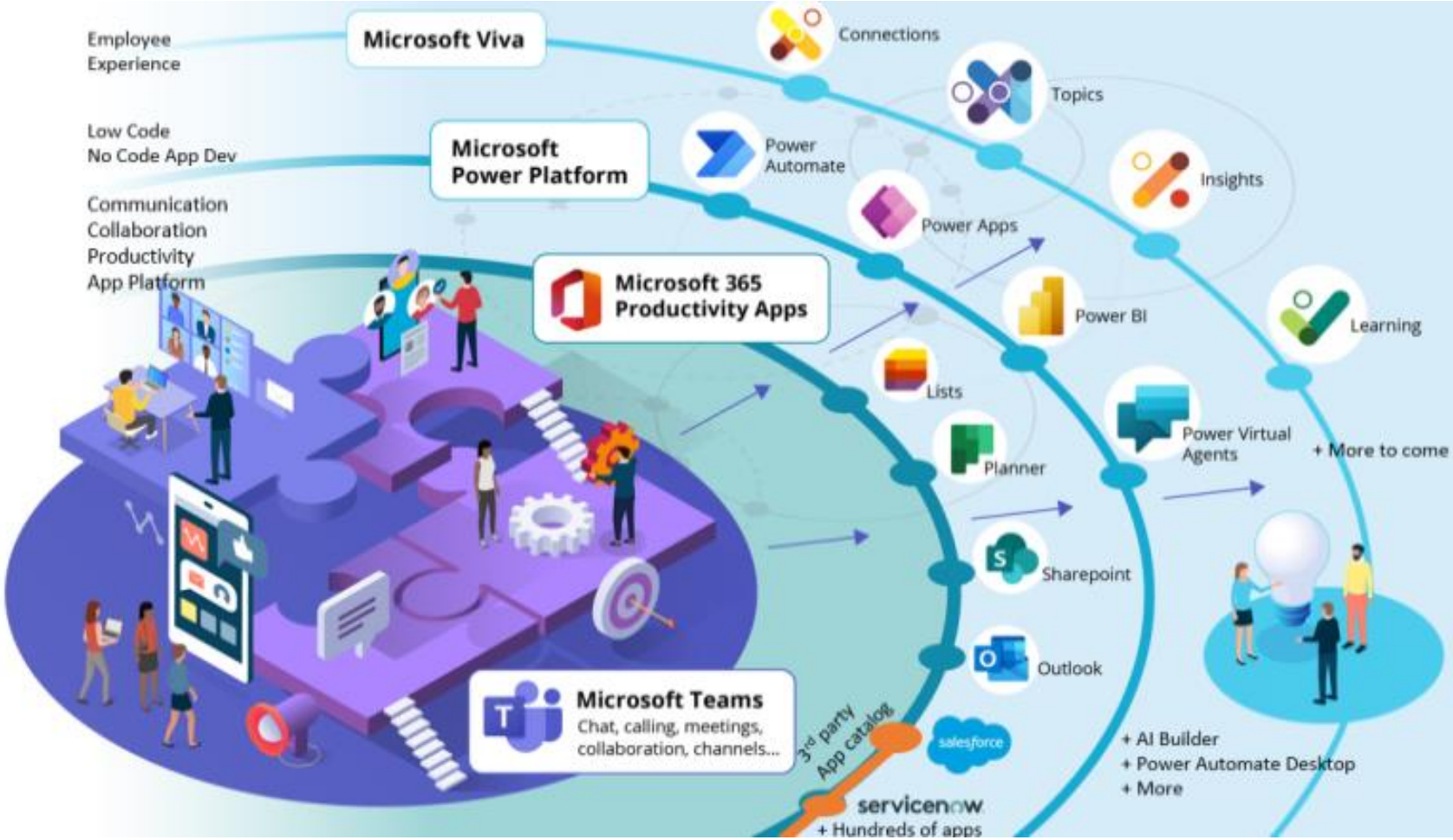
# WHAT DOES THE FUTURE HOLD FOR THE US OFFICE?

- Gradual return to workplace strategies and office attendance
- Slower overall demand growth in next economic cycle
- Reduced office space development in pipeline due to slower demand
- Increased conversions or demolition of transitional product
- Cascading top-down recovery
- Flight to Quality, “Trophy Space” extremely limited

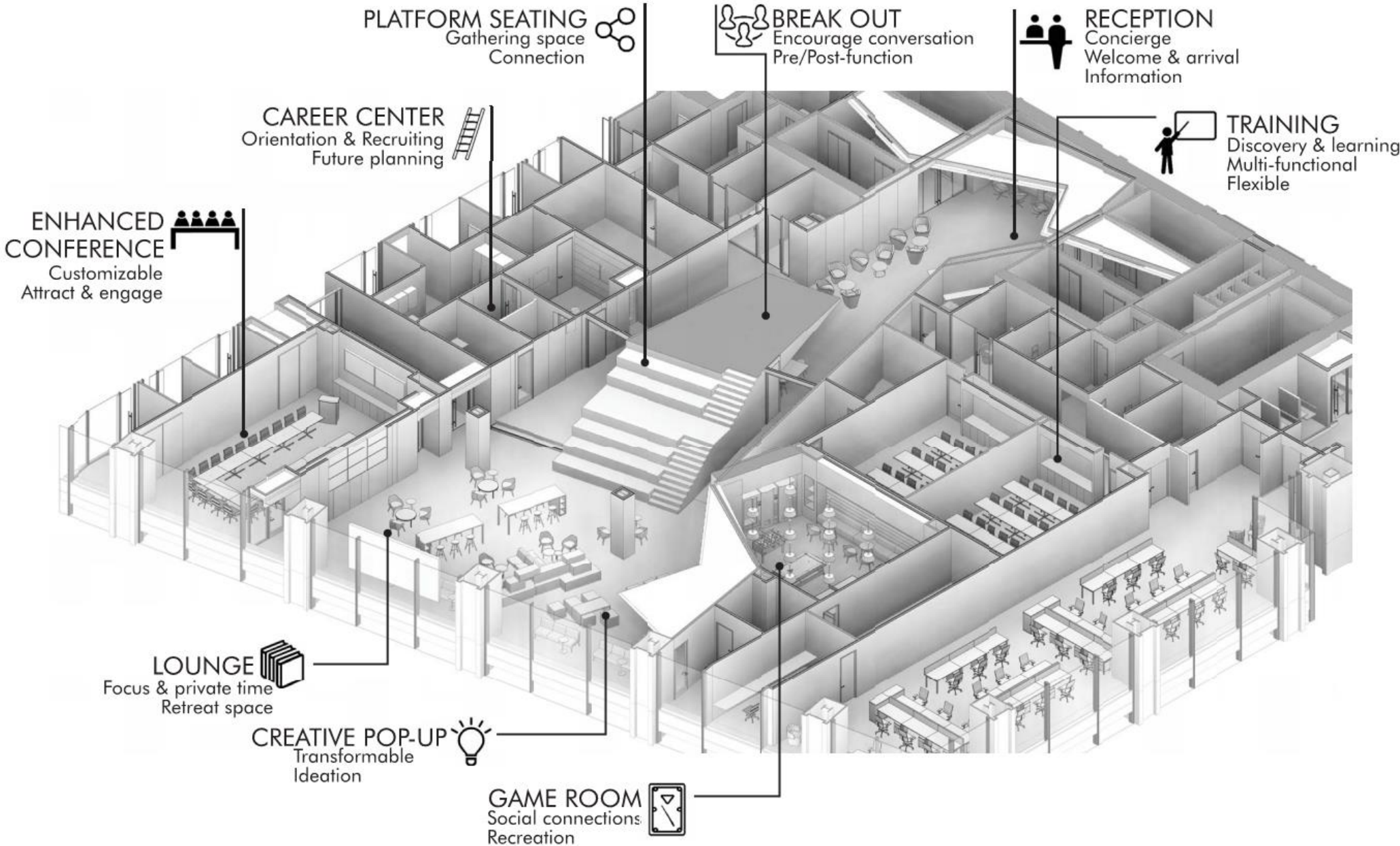
*Source: JLL Research, Bureau of Labor Statistics, 2023*



# DIGITAL SPACE PLANNING



# TRADITIONAL SPACE PLANNING





# INTERCONNECTED COLLABORATION





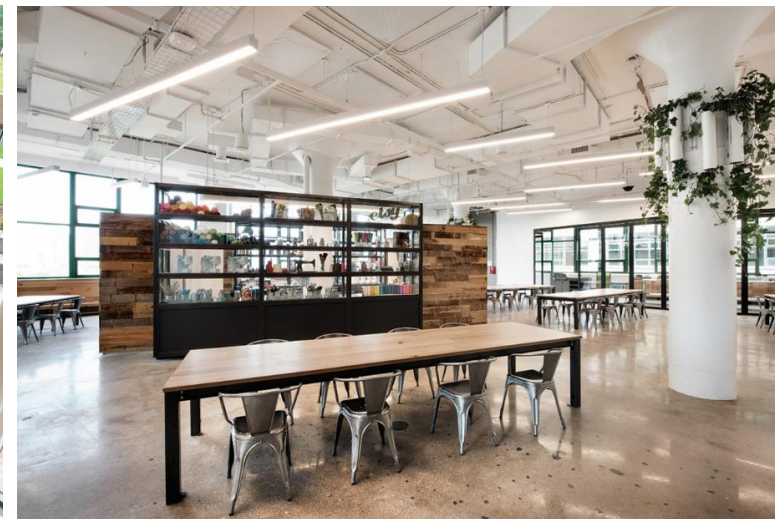
# DIGITAL & PHYSICAL MOBILITY



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# Community

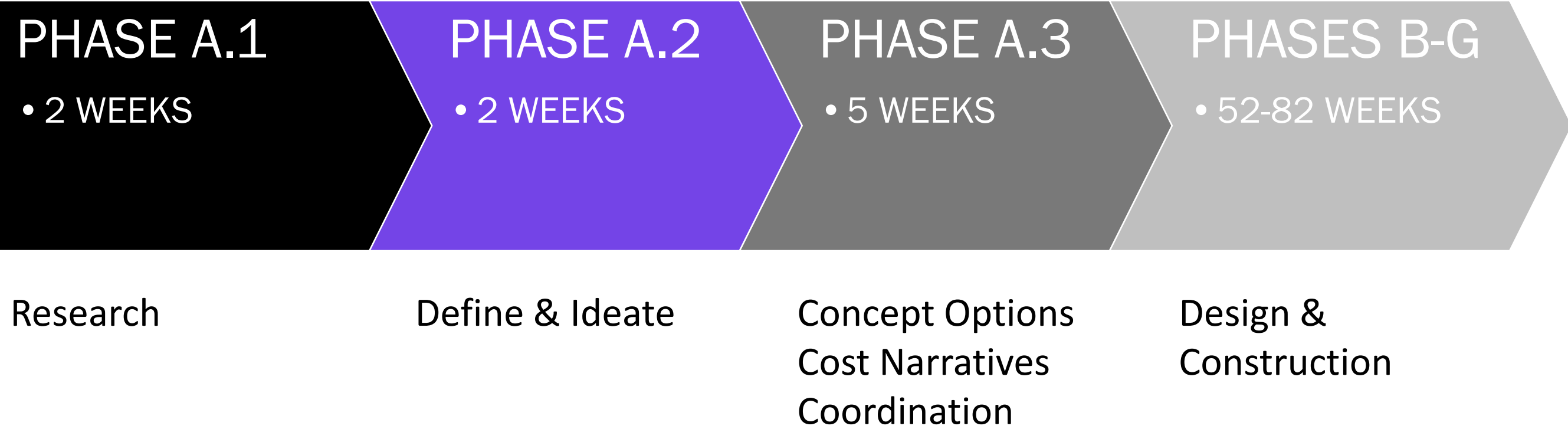


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# PROCESS



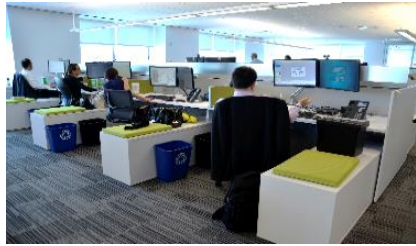
# TRADITIONAL PROGRAMMING APPROACH

- Guide the end user, general fact-finding
- Identify functional requirements
- Apply existing standards (platform and equipment).
- Define technical requirements and budget constraints
- Review and validate the report and budget.
- Presentation to Executive Leadership

## Deliverables:

- Optionality matrix and budget estimate for the primary design options
- Draft and Final Concept Design Report and Budget
- Executive Briefing

# TRADITIONAL SPACE PLANNING



Flexible Seating



Assigned Seating

Rapid Prototyping  
Iterative creativity Brainstorming  
Small group idea refinement

Cross-Pollination  
Silo-busting  
Increased creativity  
More innovation

**Collisions  
Increase  
Positive  
Outcomes**

Individual Productivity  
Personal productivity  
Focused individual work  
Deadlines

Group Efficiency  
Team productivity  
Focused group work  
Project Development

Private Offices



Open Plan

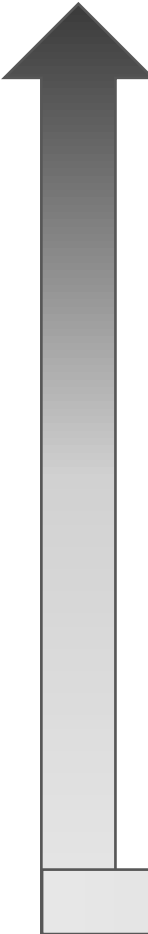




# NEXT GENERATION SPACE PLANNING



External  
Collaboration  
Tools



Rapid Prototyping  
Iterative creativity Brainstorming  
Small group idea refinement

Individual Productivity  
Personal productivity  
Focused individual work  
Deadlines

Cross-Pollination  
Silo-busting  
Increased creativity  
More innovation

Group Efficiency  
Team productivity  
Focused group work  
Project Development

**Collisions  
Increase  
Positive  
Outcomes**

Internal Collaboration Tools



# Modes of Work

# Variety of Settings

## Together

- Chat
- Converse
- Co-Create
- Show & Tell
- Warm Up
- Cool Down

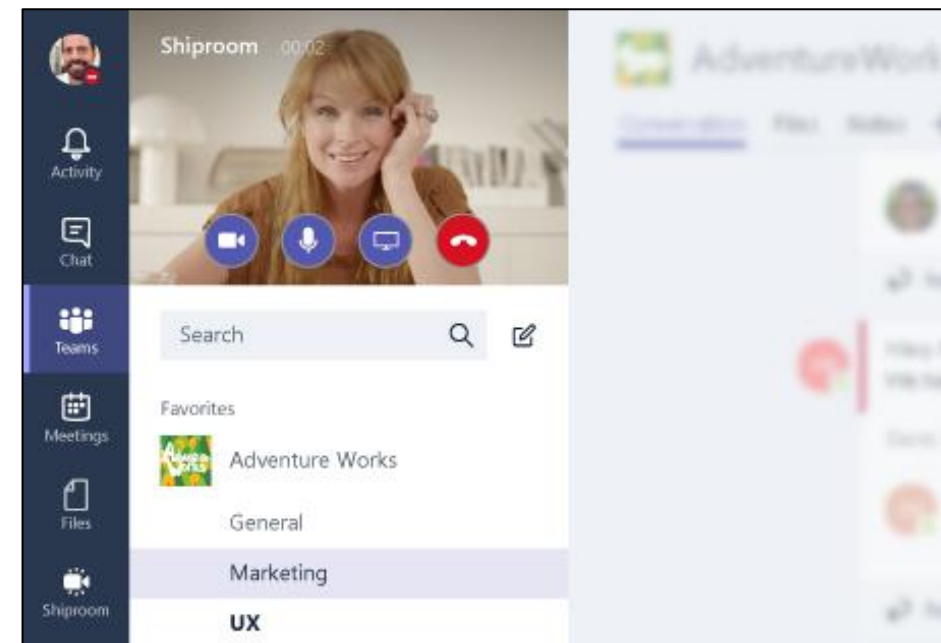
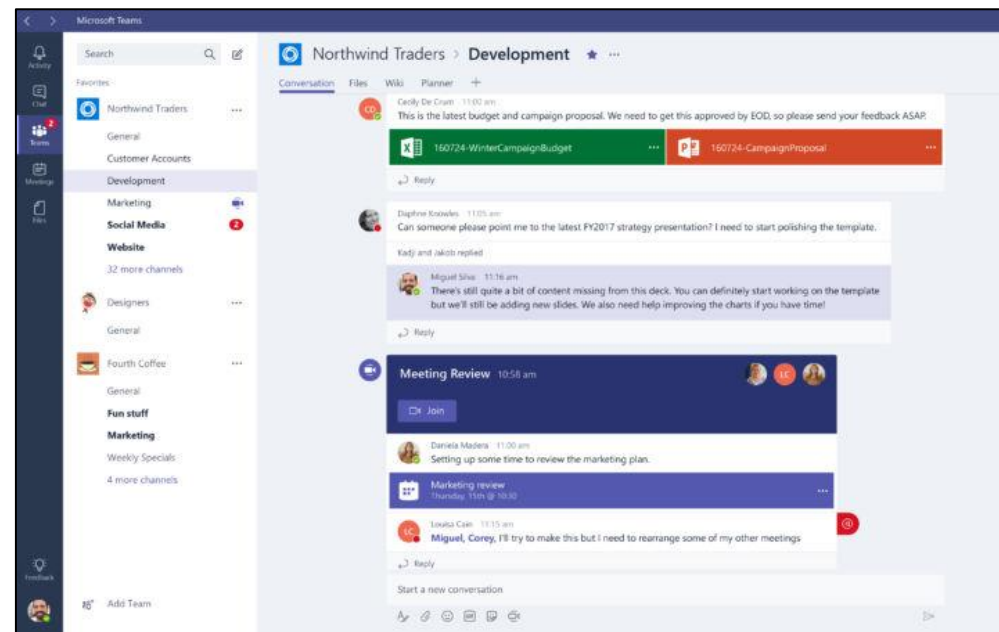
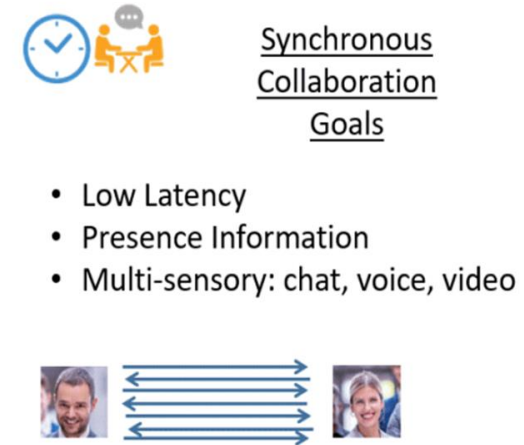
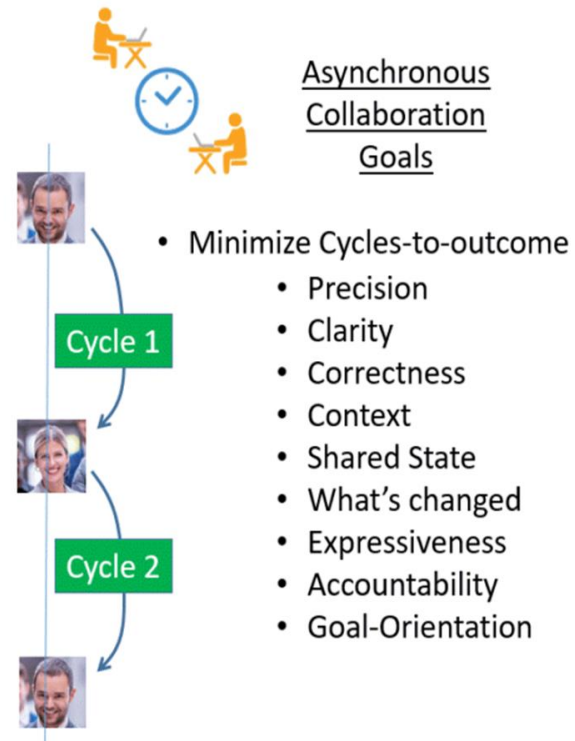
## Alone

- Process
- Respond
- Contemplate
- Create

## Modes & Settings

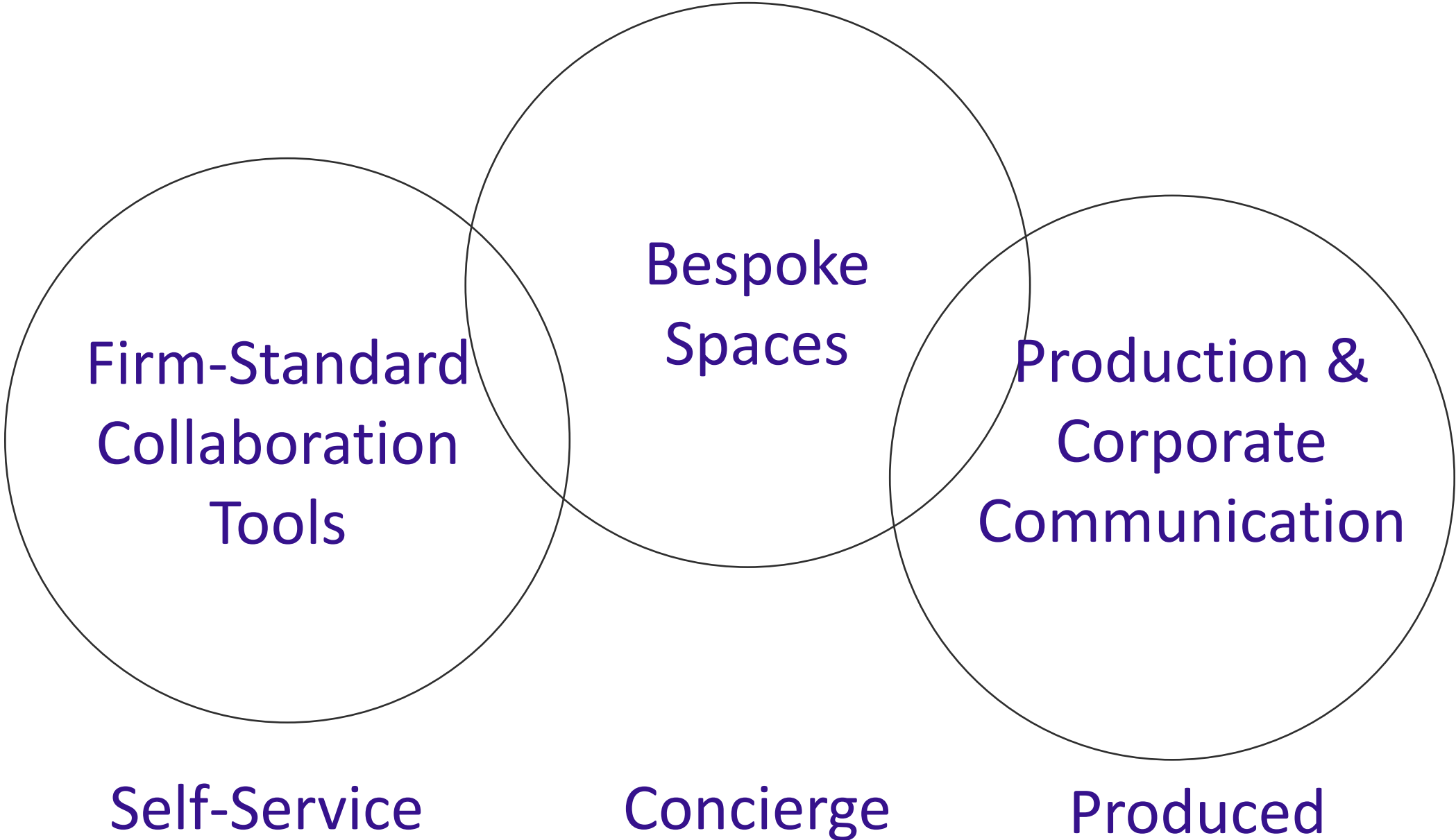


# Async & Sync Collaboration





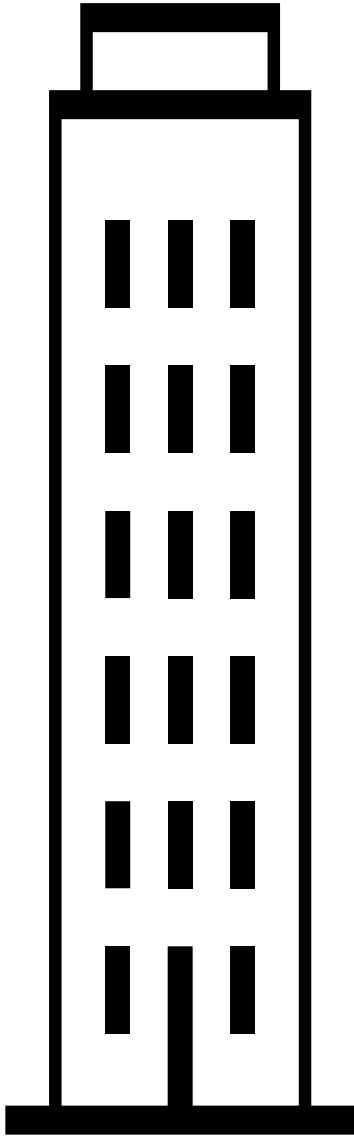
# TECHNOLOGY INTERSECTION IN BESPOKE SPACES



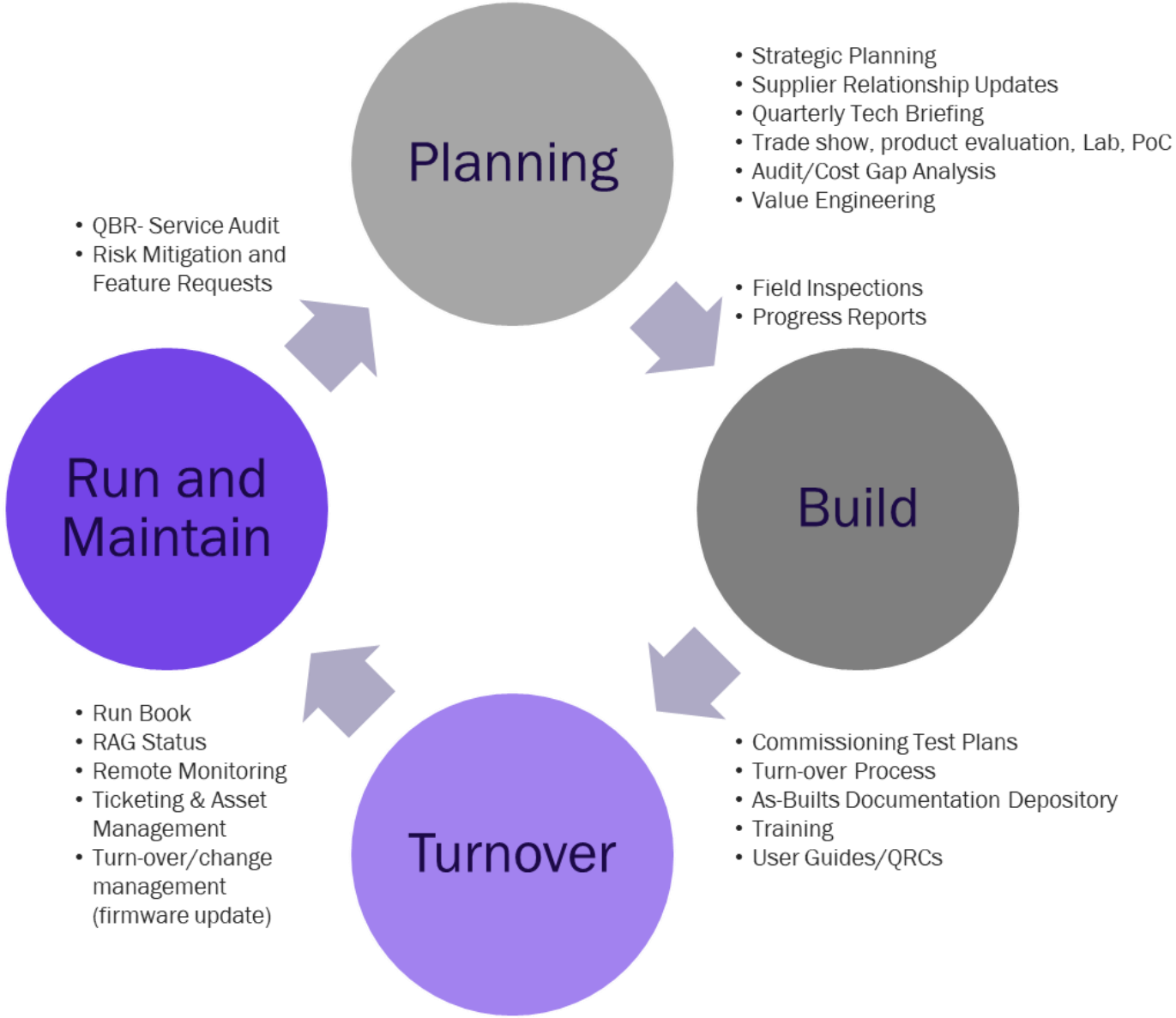
# GETTING BUY-IN: TECHNOLOGY ACCEPTANCE MODELS (TAM)

- Recognizing needs of the individuals and gaining acceptance.
- Perceived usefulness, ease of use, attitude towards use.
- Job fit, social factors, long term consequences.
- Effort expectancy, performance, social influence.

# FACILITIES PLANNING VS. TECHNOLOGY LIFECYCLE



**Facilities**



**Technology**



# NEW GOALS OF PROGRAMMING PHASE

## Considerations:

- Current and Next Gen Collaboration Technologies
- Hybrid Work, Digital and Physical Mobility
- Impact of AI on Meeting Place Designs

# CAMERA TRACKING



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# MULTIPLE CAMERAS



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# INTELLIGENT MEETING PLATFORMS: SMART GALLERY



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# CAMERA LOCATION & SMART FRAMING



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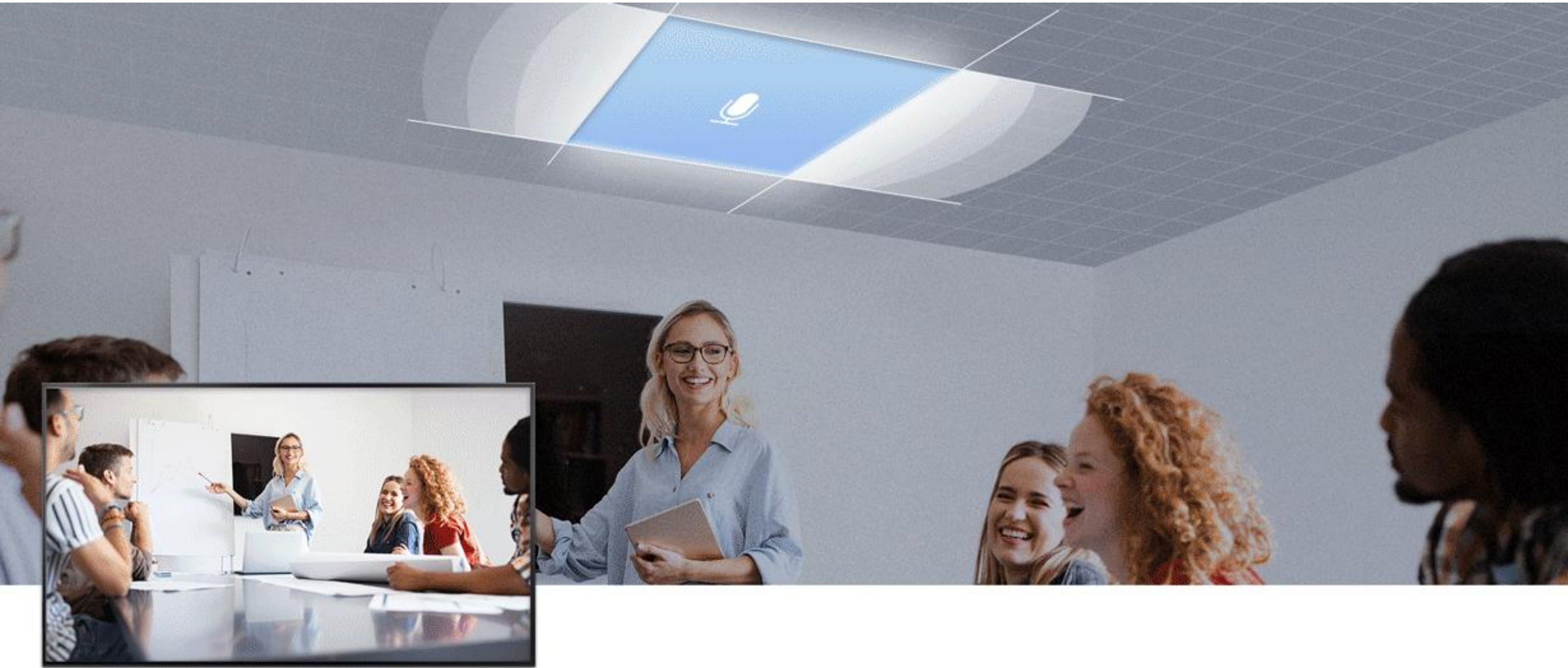
# CAMERA LOCATION & SMART FRAMING



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# INTELLIGENT MICROPHONES



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# CHALLENGES WITH TRADITIONAL PROGRAMMING

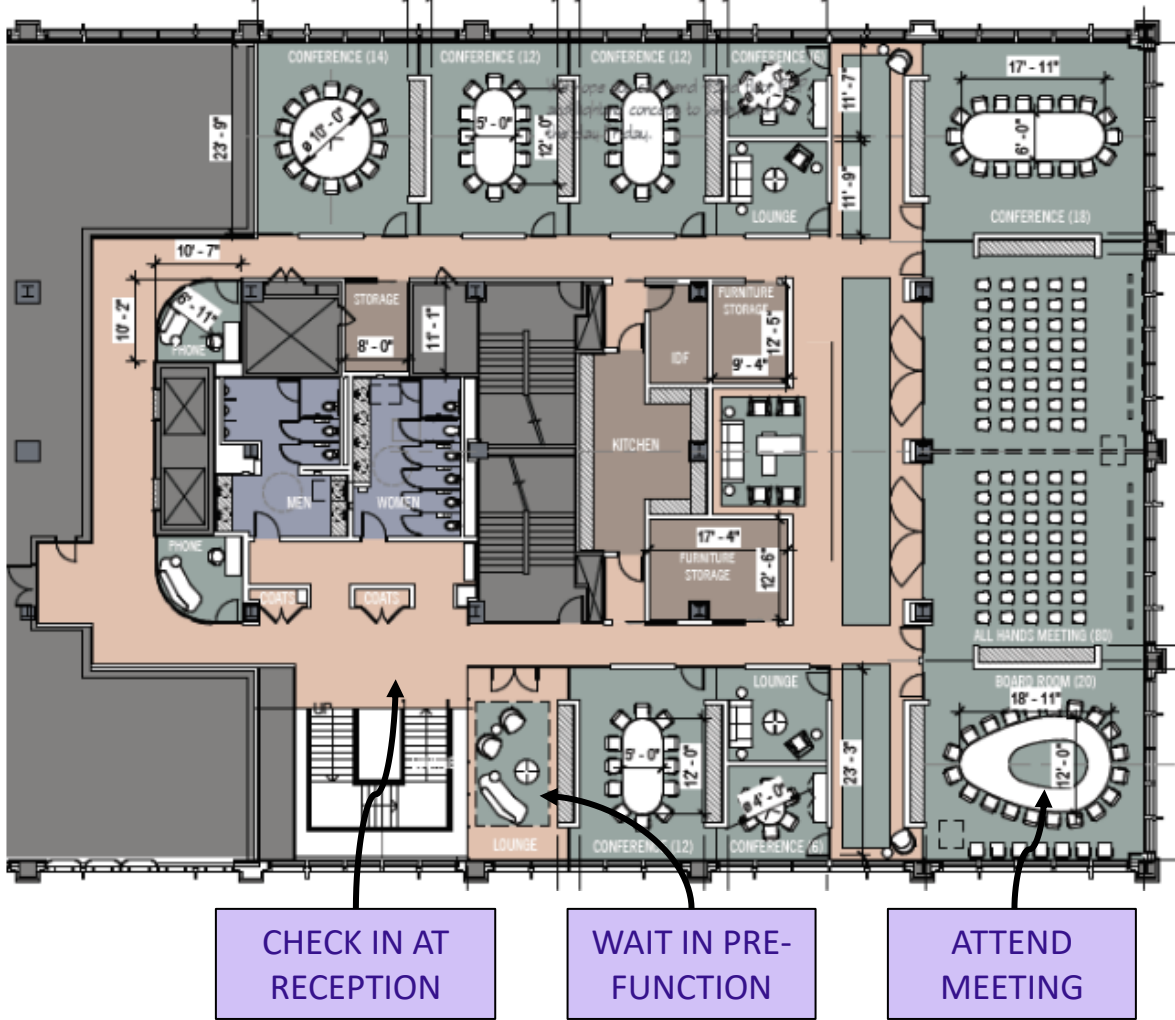
- Lack of familiarity with next-generation technology
- Past practices and utilization data not relevant
- Established standards no longer apply
- No competitive benchmarking available
- Soft-based products never mature
- Inter-dependency with non-AV products
- Short term demos are not sufficient for successful product adoption
- Significant dependency on client network and IT support for success
- Ease of use and reliability expectations conflict with currently available capabilities

## Deliverables:

- Resolve conflicting expectations
- Demos, software and hardware for extended evaluations
- Insert prototyping into project schedule
- Define remote management and support model

# TRADITIONAL USER TYPES AND JOURNEYS

	Pre-Arrival	Arrival	Meeting	Post Meeting	Departure
Internal End User	Reserve the Boardroom		Share Content		
Client		Check In at Reception			
Operations	Pre-load Content				

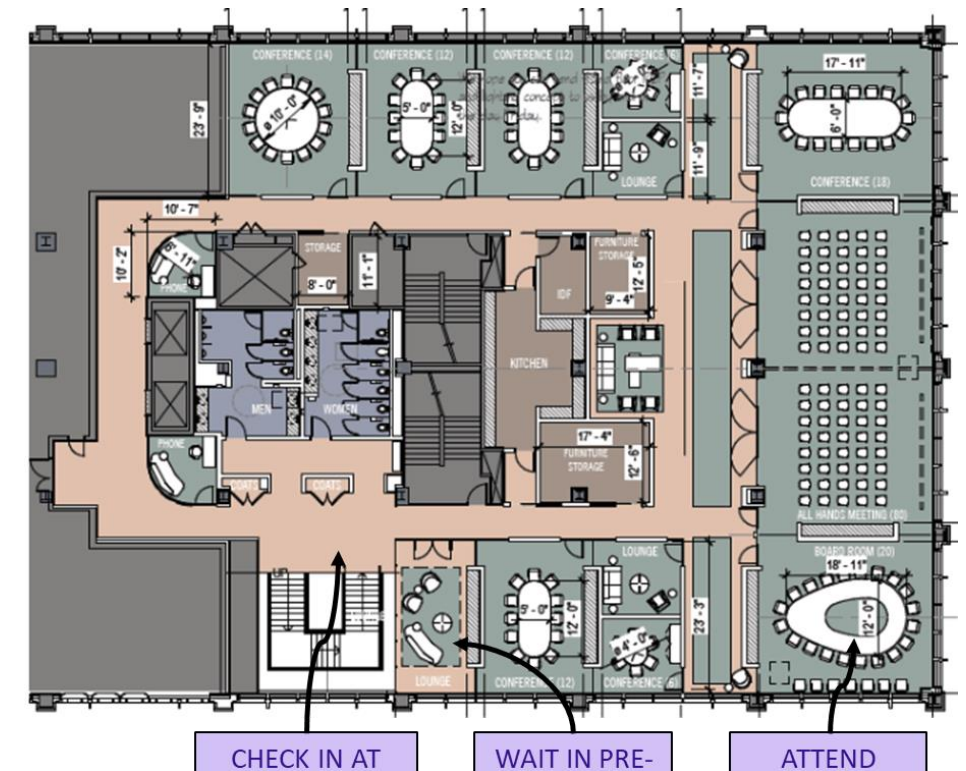
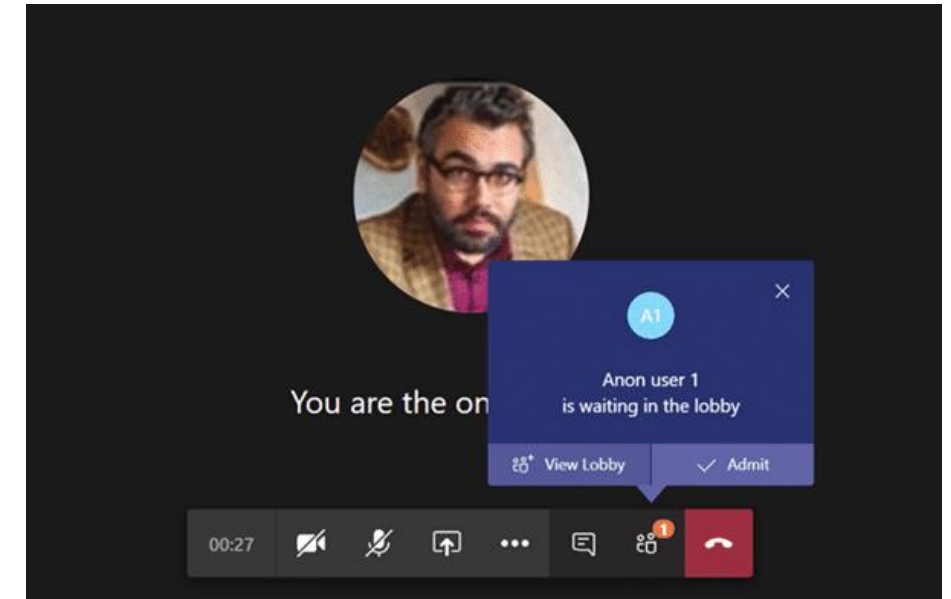




# NEW USER TYPES AND JOURNEYS

	Pre-Arrival	Arrival	Meeting	Post Meeting	Departure
End User (In Person)	Reserve the Boardroom		Share Content		
Host (Remote)					
Client (In Person)					
Client (Remote)		Check In at Reception			
Facilities (In Person)					
Operations (Remote)	Pre-load Content				

- Hybrid Impact?
- “Blended Workplace Experience”?





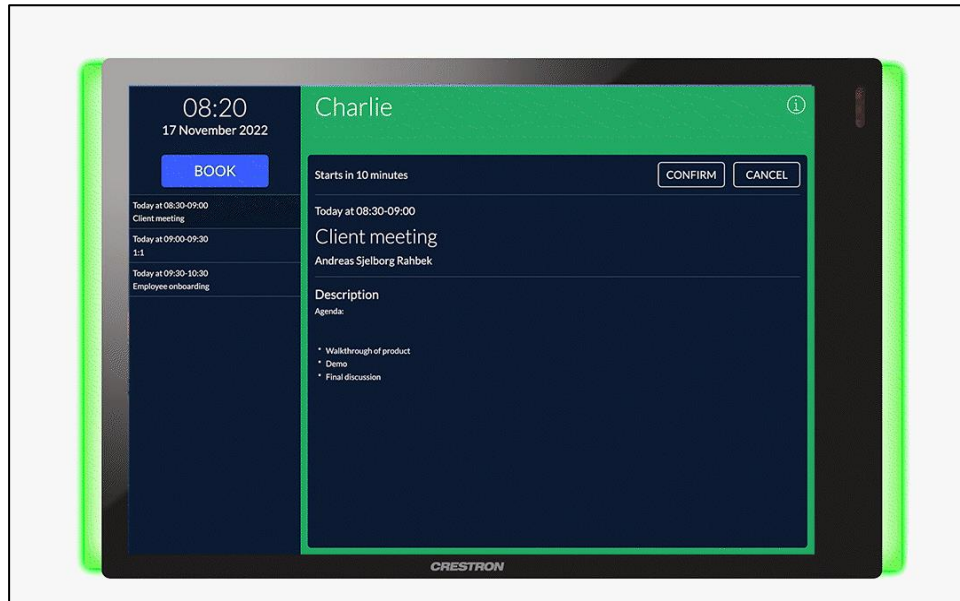
# NEXT GENERATION SPACE PLANNING

- Spaces Designed for Convergence: In-person, Remote and Data Collaboration
- Incorporate tools that build team presence and continuity

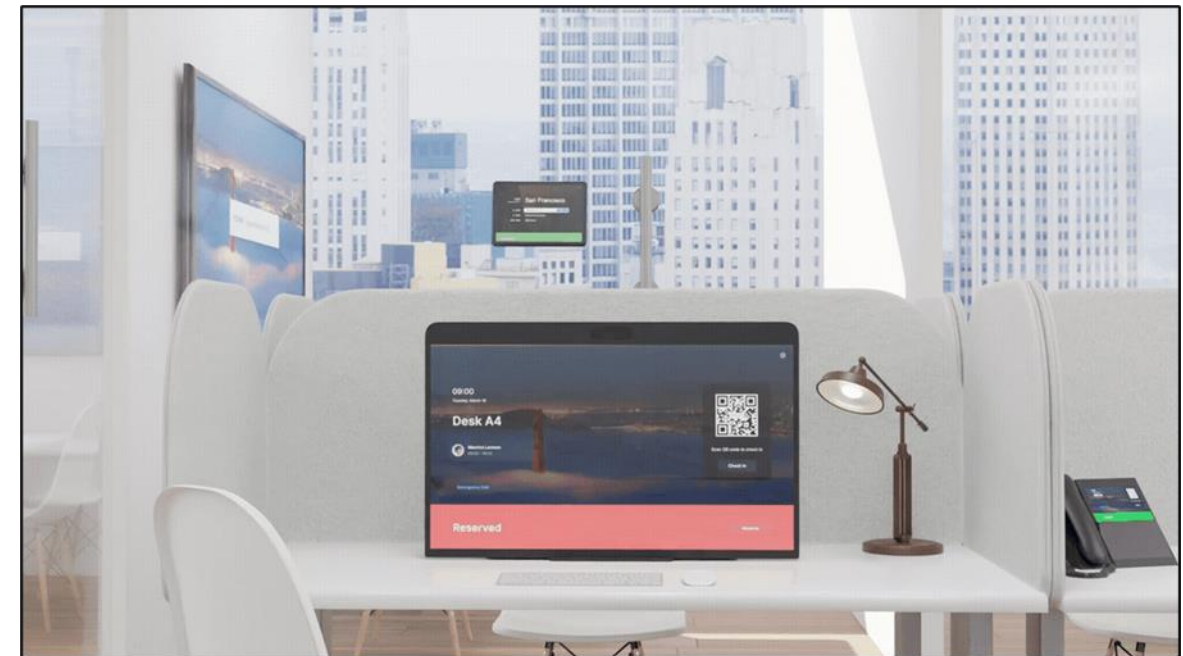
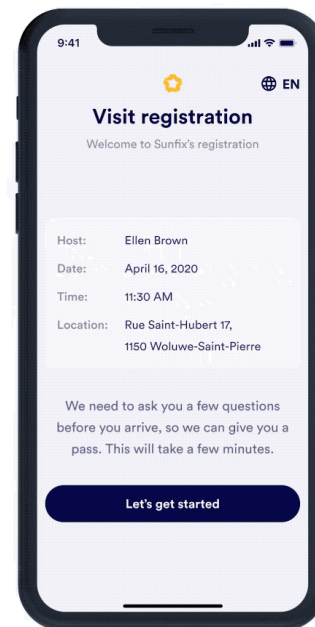




# AI IN WORKPLACE MANAGEMENT



- Real-time Utilization Detection
- Real-time Occupancy Monitoring
- Automated People Counting
- Asset Placing and Surveillance
- Hot Desk
- Visitor management





# “CONNECTED” WORKPLACE

Home My team Admin Team policy M T W T F +1 office day

My dashboard

Workspaces

Collaborators

Analytics

Let's set you up for success, Jenny.  
74% of your co-workers are planning to be in the office on Tuesday!

Today August 2022

22 Mon	23 Tue	24 Wed	25 Thu	26 Fri
Remote	Remote	Office day	Office	Day off
Home office	Home office	Desk A8 / Bldg 4	Desk A7 / Bldg 4	Book desk
20% in office	70% in office	90% in office	60% in office	0% in office

Suggested office day

Collaborators

- Andre Lawson Home office
- Chris Naidoo Home office
- Carlos Slattery Bldg 4
- Charlotte Waltson Home office

Home My team Admin Team policy M T W T F +1 office day

My dashboard

Workspaces

Collaborators

Analytics

August 2022 22 Mon 23 Tue 24 Wed 25 Thu 26 Fri

Building 4

1F

Sec C

Sec B

Sec D

FR 101

FR 102

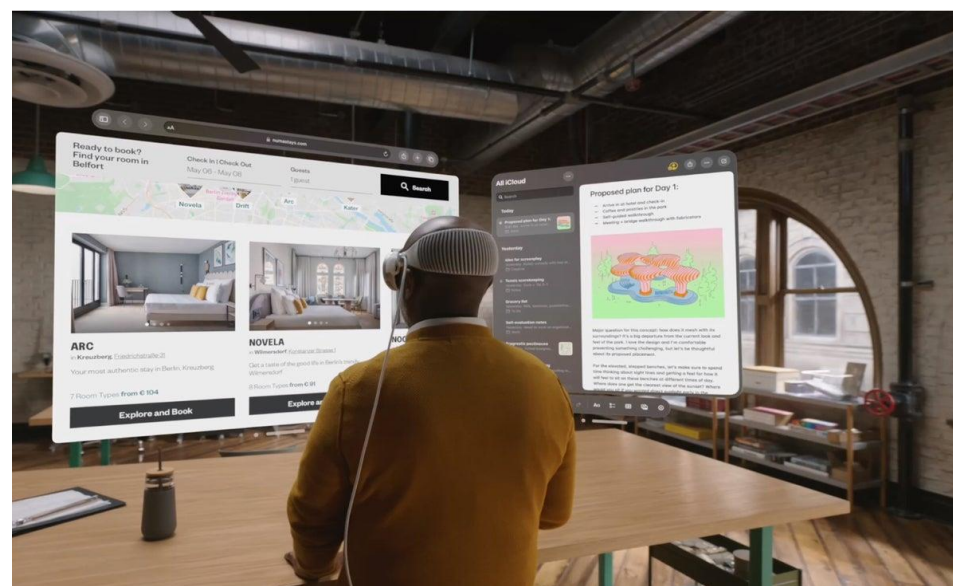
FR 103

People Meetings

Search

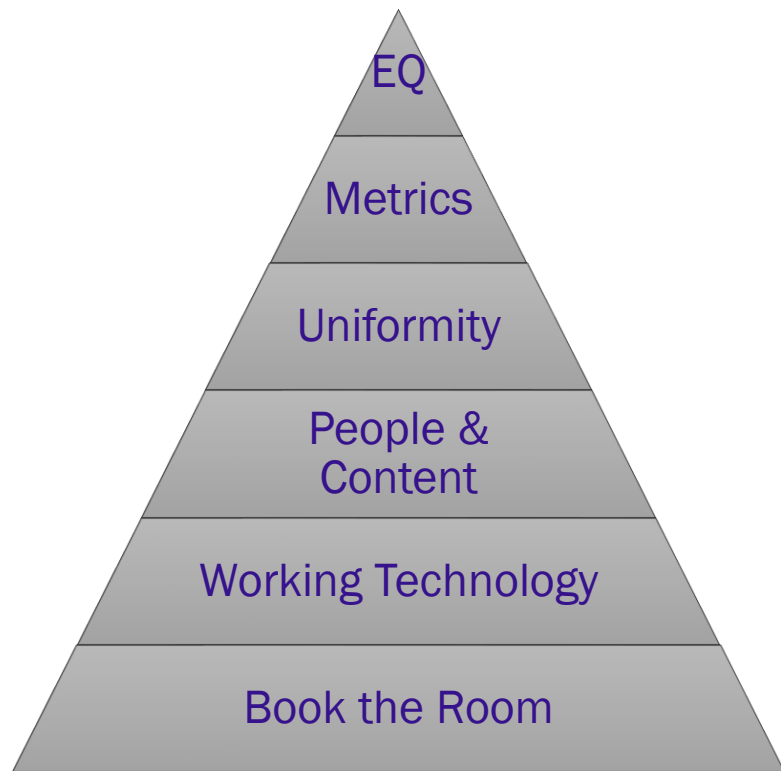
- Krystal Mckinney Building 4
- Chris Naidoo Building 4
- David Power Building 4
- Carlos Slattery Building 4
- Charlotte Waltson Home office
- Daisy Phillips Home office
- Miguel Silva Home office
- Charlotte de crum Building 4
- Katri Ahokas

# NEXT GENERATION SPACE PLANNING

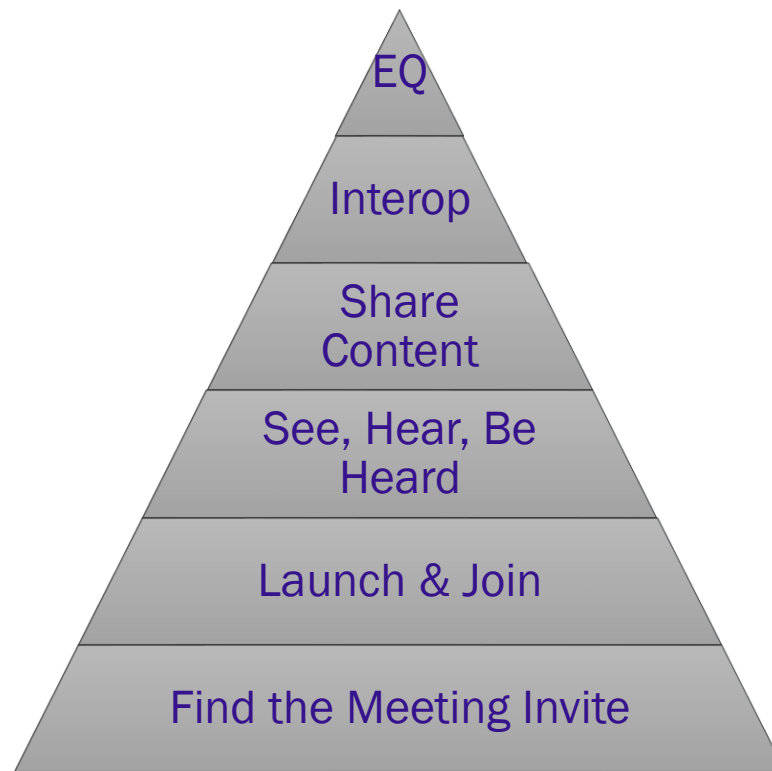


- **New Forms of Collaboration (Apple Vision Pro)**
- **Digital Information is Spatial**
- **Extends beyond confines of the screen**

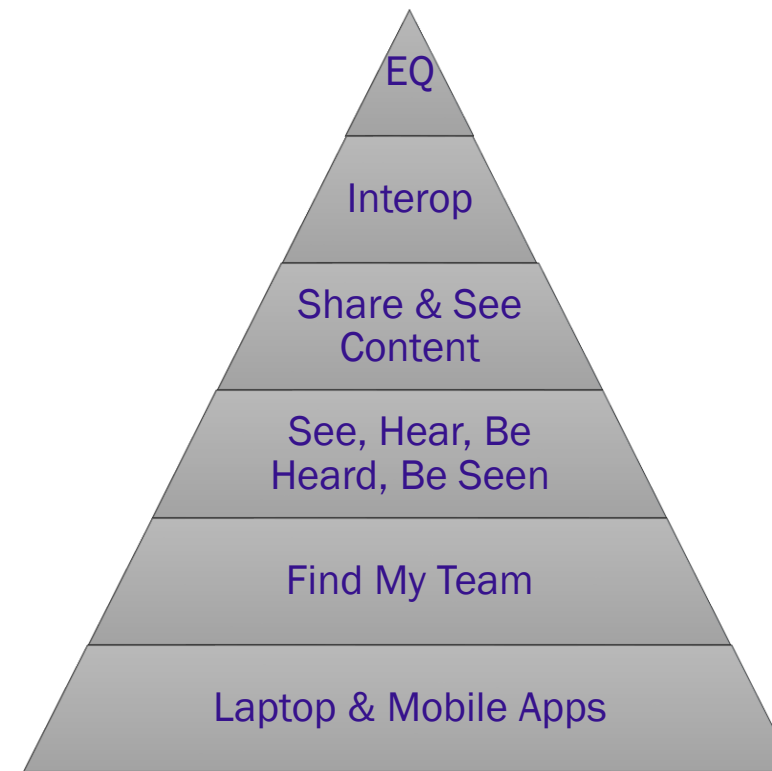
# HIERARCHY OF NEEDS



In-Person



Web-Collab



Hybrid



# COLLABORATION CONSISTENCY

## The experience must be consistent

- How do I book a space?
- How do I plug in?
- How do I get into the web-meeting?



Mobile



Desk



Huddle



Conference

# 10-16P MEETING ROOM



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# BOARDROOM



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# BOARDROOM



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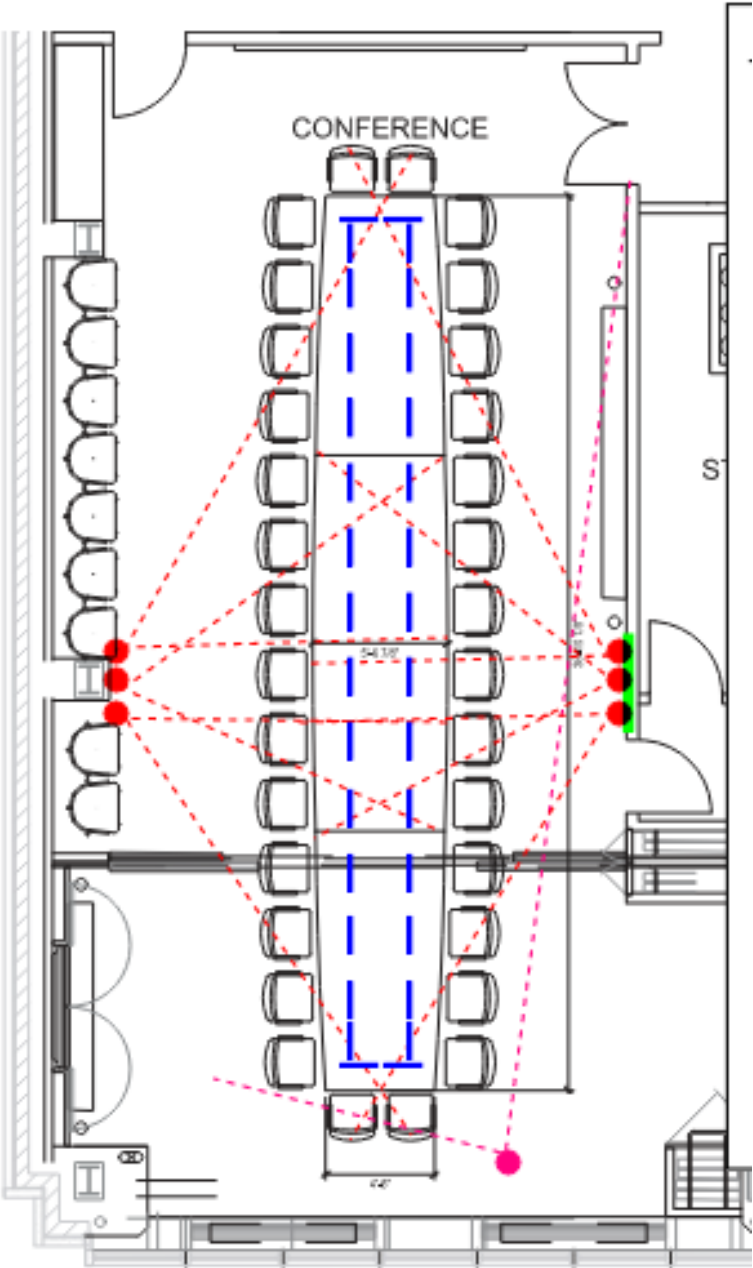


# NEXT GENERATION SPACE PLANNING





# NEXT GENERATION SPACE PLANNING





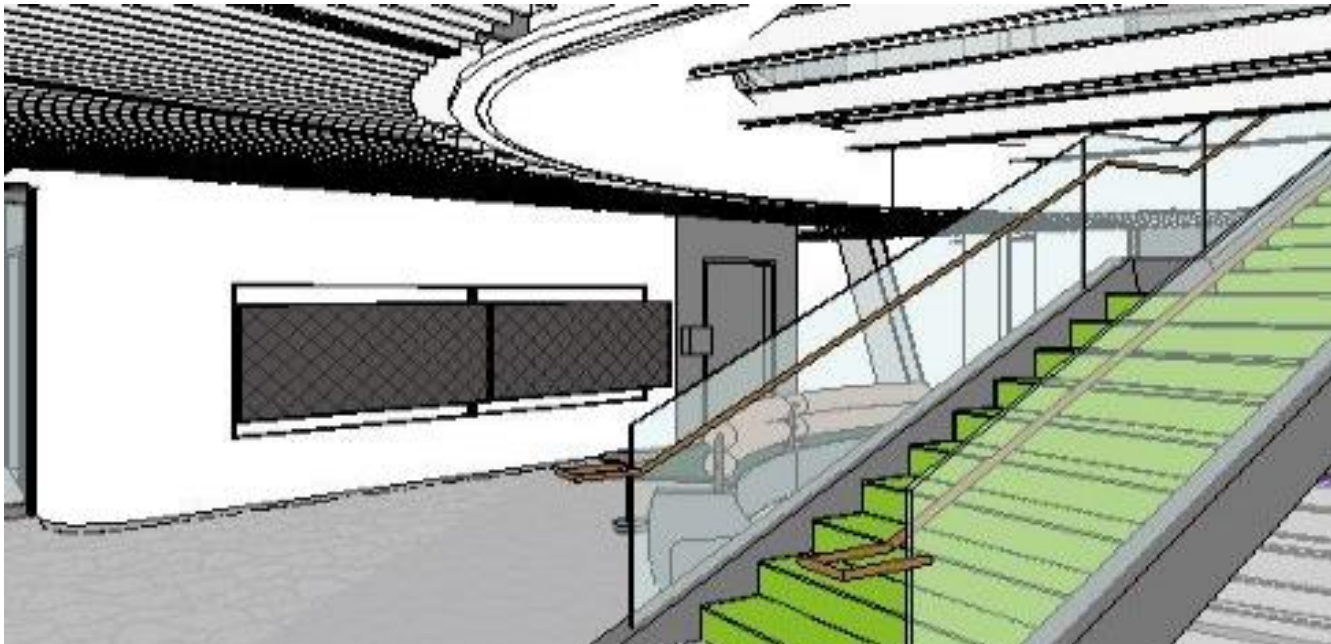
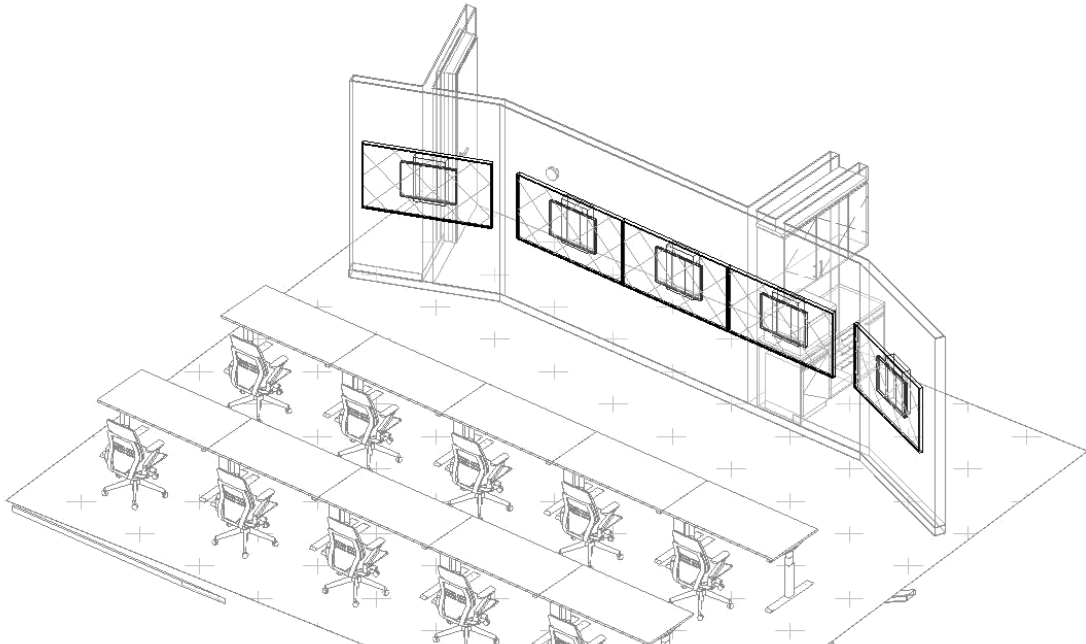
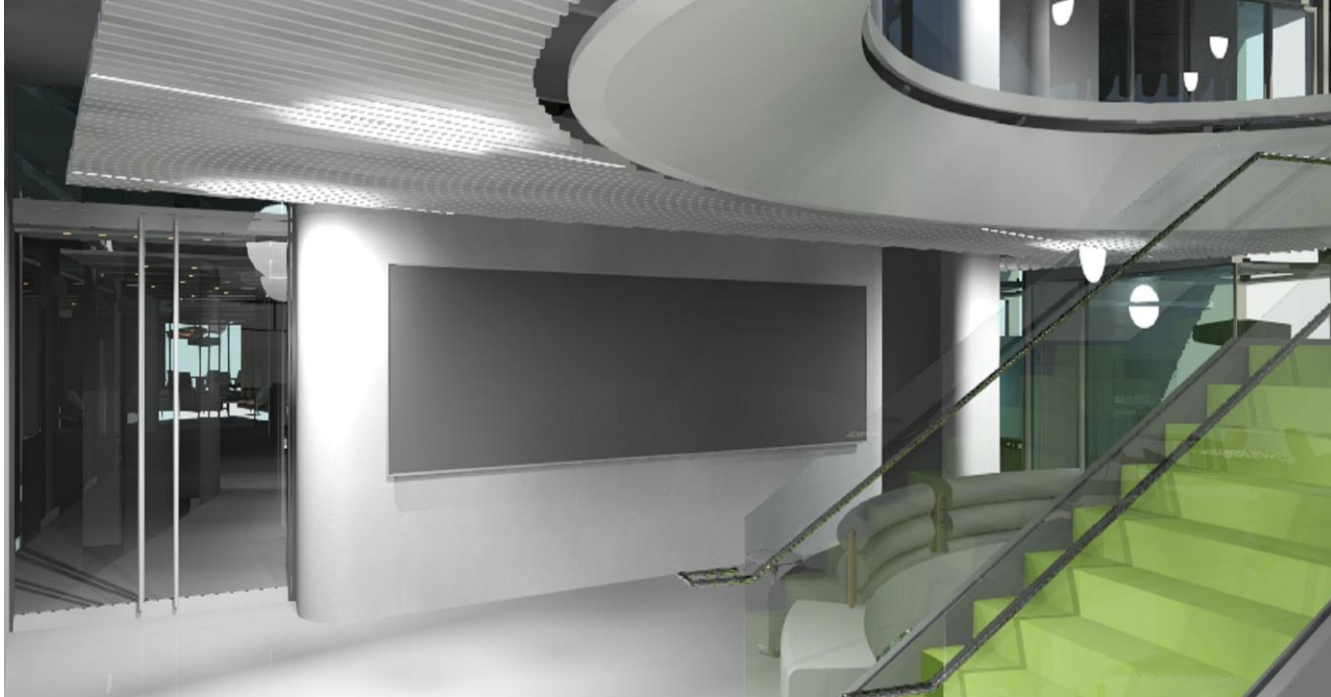


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# NEXT GENERATION SPACE PLANNING



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# Installation



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# LAYOUTS DEFINED BY HARDWARE



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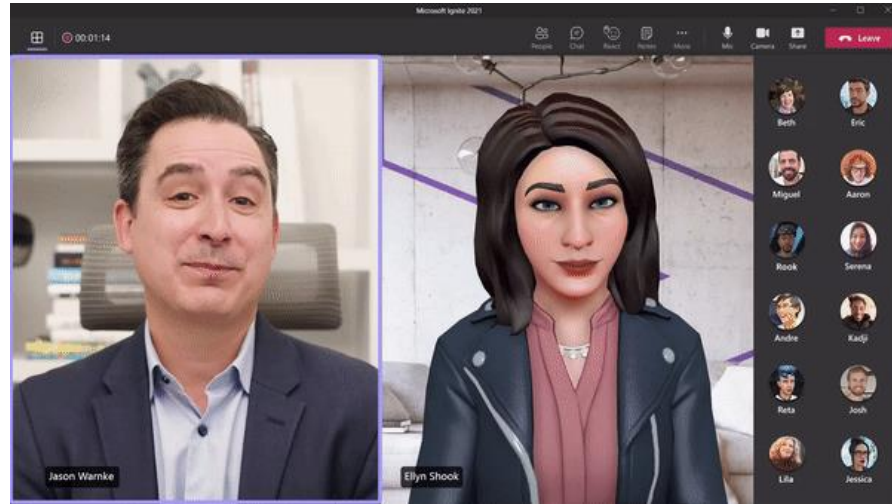
# LAYOUTS DEFINED BY SOFTWARE



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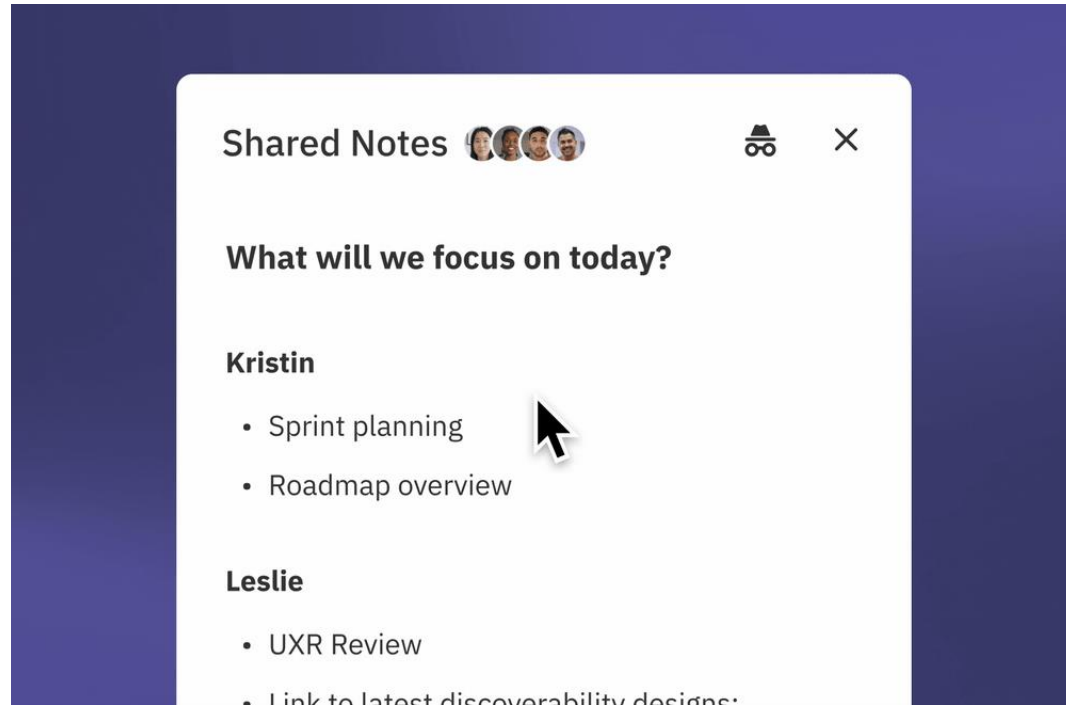
# AI PRODUCTIVITY TOOLS



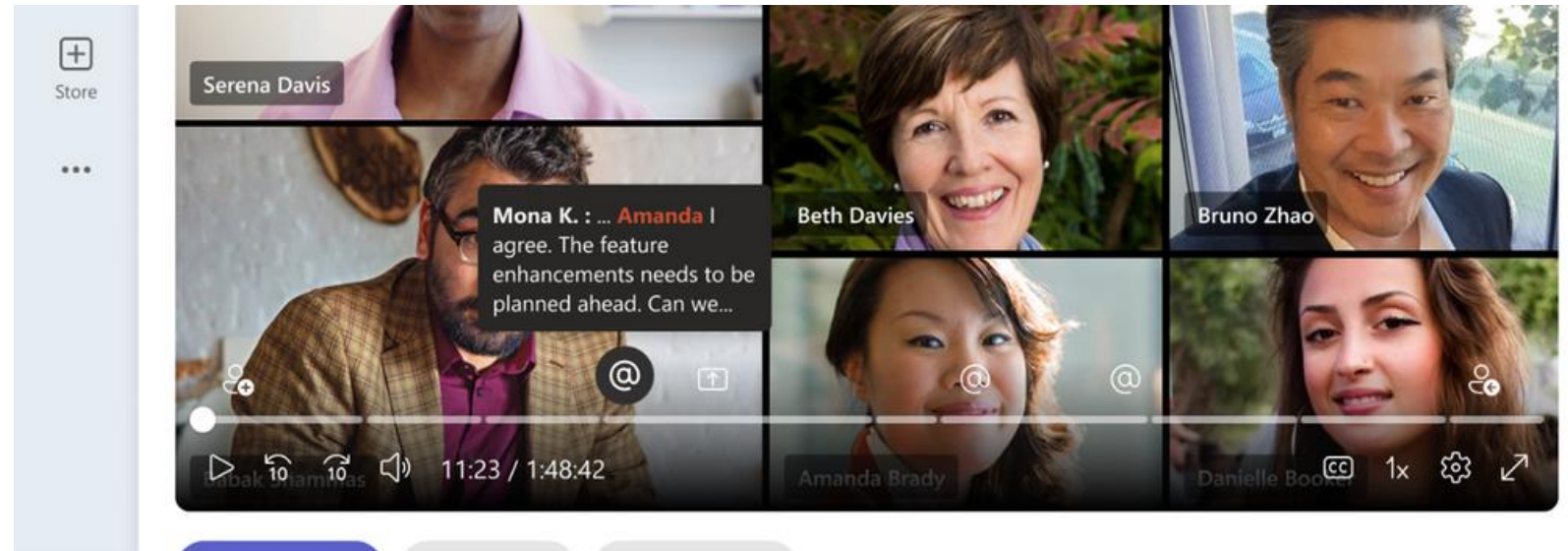
AVATARS



LIVE TRANSLATION



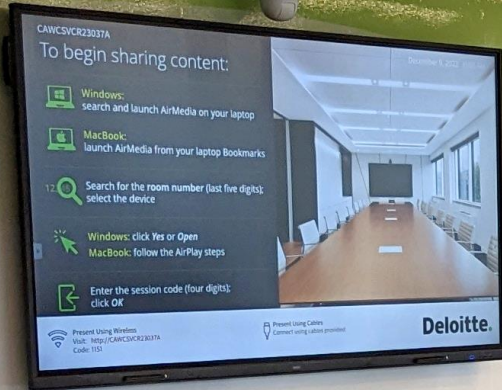
MEETING SUMMARY AND ACTION ITEMS



JOINING LATE AND CATCHING UP



# IDEATION

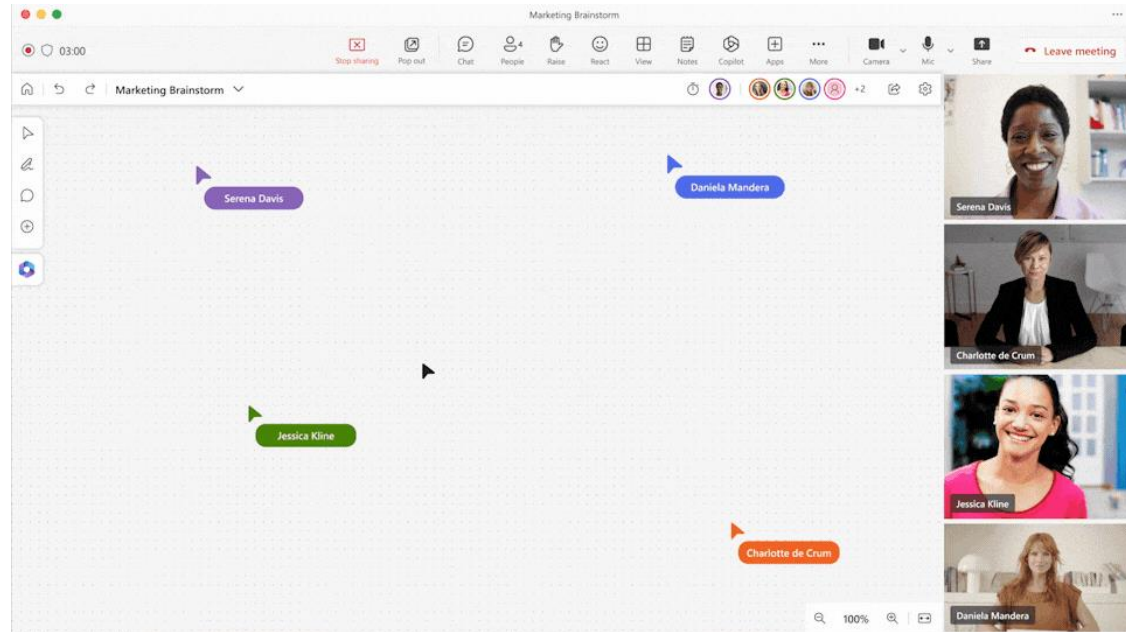


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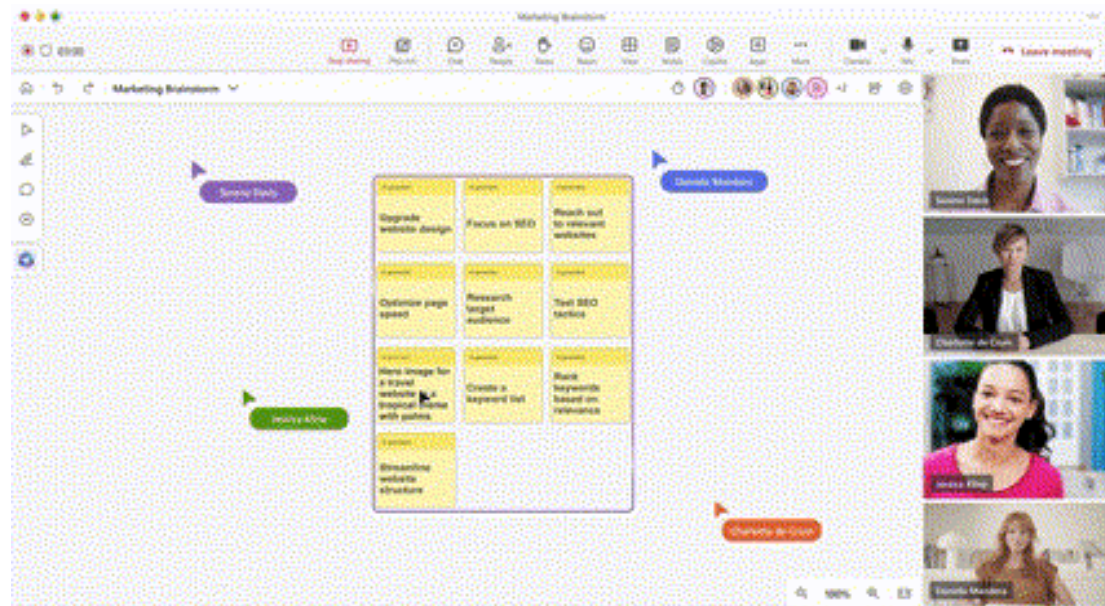




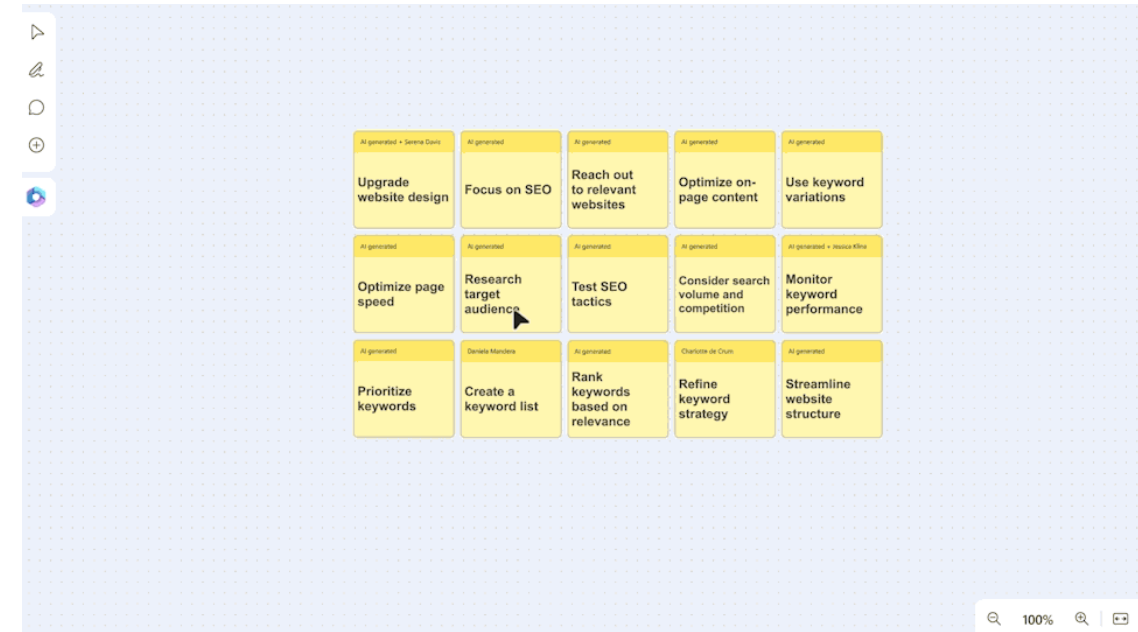
# AI BRAINSTORMING



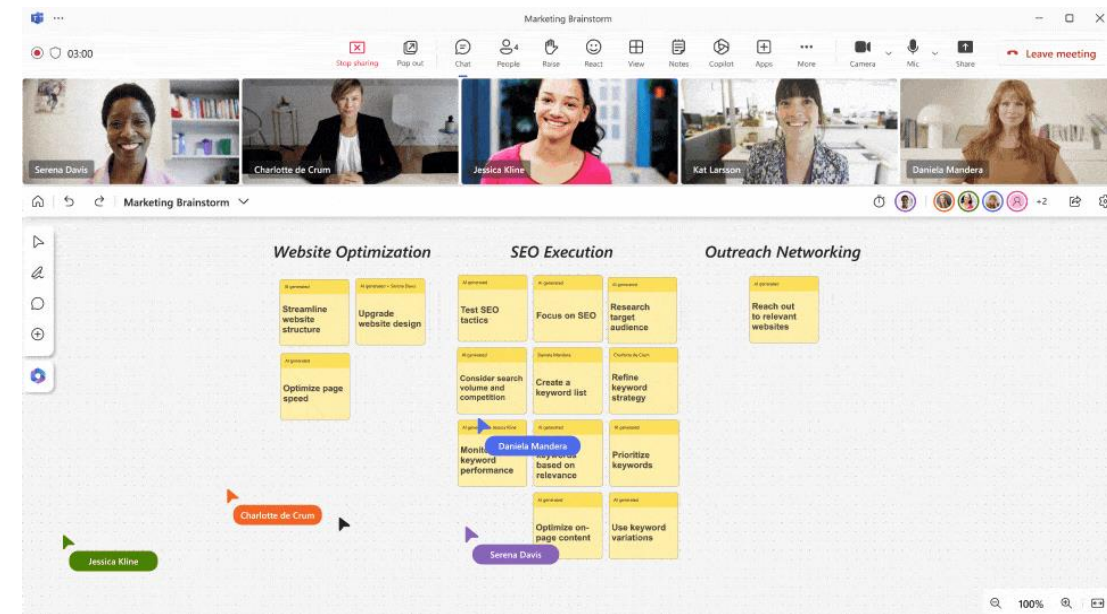
Generating Ideas



Visualizing



Organizing



Summarizing

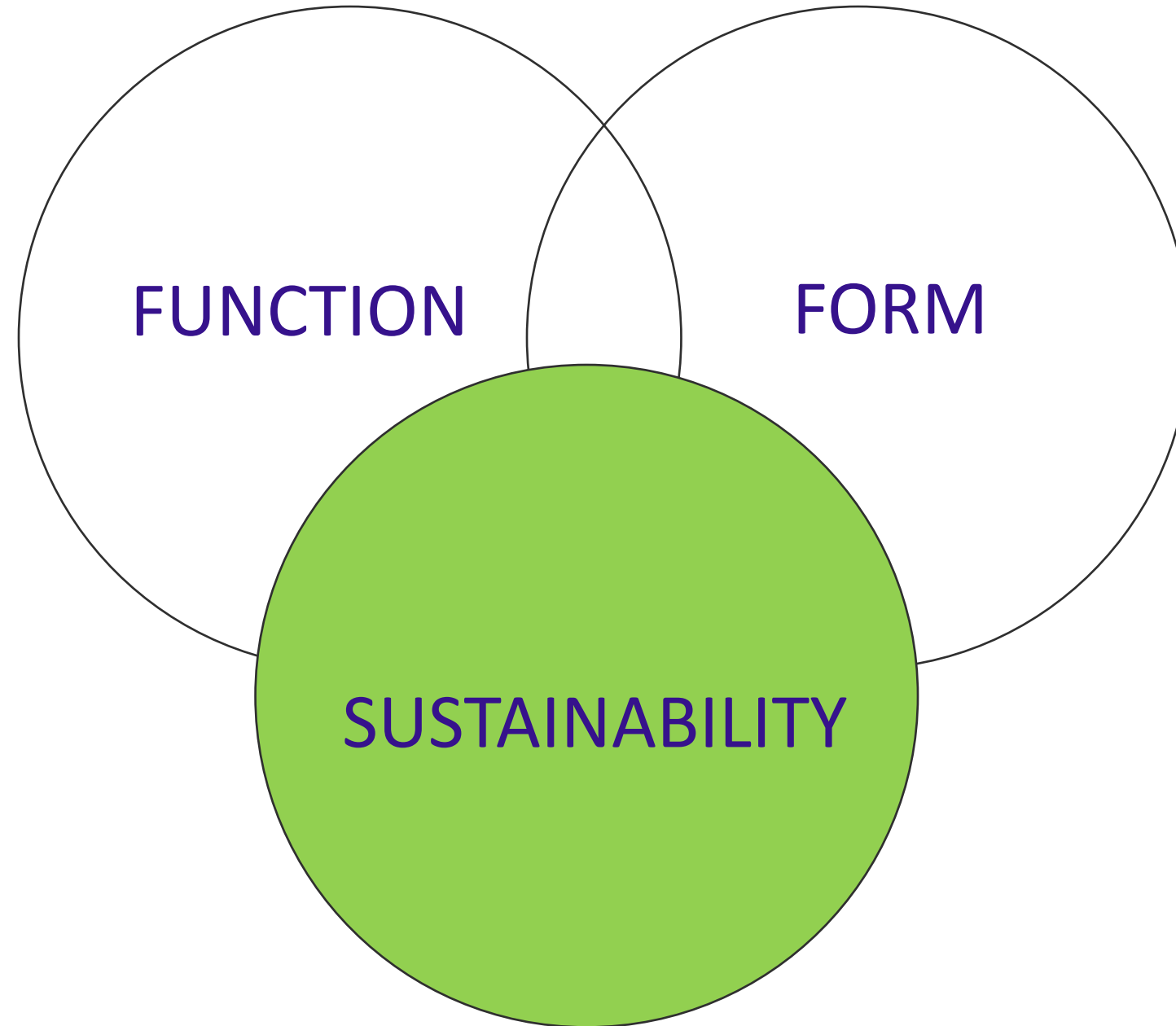


# AI PRODUCTIVITY TOOLS: COPILOT

The screenshot shows the Microsoft Copilot interface within a Teams chat window. The interface is divided into three main sections: a left-hand navigation pane, a central chat area, and a right-hand sidebar.

- Left-hand navigation pane:** Contains icons for Activity, Chat, Teams, Calendar, Calls, Files, and Apps. The Chat icon is highlighted.
- Chat list:** A list of chat conversations. The top section is "Pinned" and includes:
  - Ray Tanaka: Lousia will send the initial list of... (1:47 PM)
  - Beth Davies: Thanks, that would be nice. (1:43 PM)
  - Kayo Miwa: I reviewed with the client on... (Yesterday)
  - Will, Kayo, Eric, +2: Kayo: It would be great to sync... (12:00 PM)
  - August Bergman: I haven't checked available time... (1:20 PM)The "Recent" section includes:
  - Copilot:** Hi Kat, (11:17 AM) - This chat is currently selected and highlighted.
  - Emiliano Ceballos: (1:55 PM)
  - Marie Beaudouin: Sounds good? (1:00 PM)
  - Oscar Krogh: You: Thank! Have a nice... (11:02 AM)
  - Daichi Fukuda: No, I think there are other... (10:43 AM)
  - Kian Lambert: Have you run this by Beth? Mak... (Yesterday)
  - Team Design Template: Reto: Let's set up a brainstorm... (Yesterday)
- Central chat area:** Displays the Copilot chat with the following content:
  - Header: Copilot 11:17 AM
  - Message: Hi Kat,
  - Text: Thanks for trying this private preview. As your Copilot, I'm here to help you with cutting-edge AI technology that synthesizes info from across docs and messages to give you summaries, help you answer business questions, and quickly draft content. I'm here to help but do make mistakes—so please check content for accuracy and share your feedback.
  - Text: Ready to explore? Select one of the suggestions below to get started...
  - Three action buttons: Summarize, Create, and Ask.
  - Three columns of suggestions:
    - Summarize key points from (file)
    - Catch up on unread chats
    - Summarize emails from (person)
  - Three columns of suggestions:
    - Draft next steps from (meeting)
    - Create SWOT based on (file)
    - Draft a congrats note about...
  - Three columns of suggestions:
    - What are the goals for...
    - What happened in (meeting)?
    - Who is (person)?
  - Text: You can always use the prompt guide for suggestions by selecting this button [icon]
  - Input field: Ask a work question or make a request
- Right-hand sidebar:** Contains a "Start over" button and a share icon.

**COMING SOON....**



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# WRAPPING UP THE BEGINNING

- Next step: Getting Buy-in & Moving forward
- The problem is not the technology, its problem solving
- Identify and prioritize the pain points
- Orchestrate the decision-making process
- Pros/Cons > Good, Better and Best

# SUMMARY

- Resolve conflicting expectations.
- Insert prototyping into the schedule.
- Define the journeys, including support.
- Identify how future upgrades will be incorporated.
- Treat the physical and virtual infrastructure as integral halves to the equation.





# Session 4: Designing Future Ready Offices: Where to begin

*Mark Peterson*  
*Senior Principal, SM&W*  
*mpeterson@smwllc.com*



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# Our Panelists Today



Dr. S. Ann  
Earon  
*TRI*  
MODERATOR



Mitch  
Hershkowitz  
*Canon*



Ken  
Scaturro  
*Yorktel*



David  
Albright  
*Legrand*

- How are your customers adjusting to installations post-pandemic?
- Is “future-proofing” something that comes-up in requests and conversations?
- What advice do you give today that you may not have focused-upon pre-pandemic?
- Any questions from the audience?

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# Let's Give Away A Camera!



**Win Prizes – One VDO360  
1SEE Camera Raffle At Each  
Collaboration Week Session**

**Powerful 1080p Hd Camera**

The 1SEE is a versatile, compact 1080p HD web camera that easily mounts your monitor, laptop, or tripod. Made for professionals on-the-go or working from home, it's also a great distance learning camera for all age groups.



***“Carol, who is our winner for this venue?”  
Thank You VDO360.com***

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# Welcome To Collaboration Week New York

10 Minute Break



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**zoom**



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