

Sydney, Australia: Thursday 23 April, 2015

NEW EVENT FOR VIVID IDEAS 2015 CAN YOU PREDICT THE FUTURE... OF WORK?

Expanding on the nexus between creative culture and commerce, **THE FUTURE OF WORK** is an innovative new one-day event to be held as part of the **Vivid Ideas** program at Vivid Sydney, exploring the many ways the nature of careers are changing and how Australia compares on the world stage.

NSW Minister for Trade, Tourism and Major Events Stuart Ayres said, “The Future of Work conference exemplifies the invaluable thought-leadership that Vivid Ideas provides to the business community, bringing together the best and brightest creative minds from around the globe to explore a topic of importance to us all. NSW is at the cutting edge of the new work economy and I encourage business owners to attend.”

Presented in partnership with the Centre for Workplace Leadership, **THE FUTURE OF WORK** will be hosted at Google’s innovative waterfront headquarters in Pyrmont Sydney on Thursday 4 June and will draw on the methods and approaches of design innovators and tech entrepreneurs, to help business leaders shape their workforces and workplaces for the future.

Vivid Ideas Curator Jess Scully said, “Technological, economic and generational changes are three of the forces that are disrupting the world of work. No business, or working individual, is immune to these shifts. Business leaders across all sectors can draw from the principles of flexibility, agility and autonomy that have driven the successes of the information economy.”

“Central to the future of work is the race for talent: every business owner knows that attracting and retaining the best possible talent is crucial. How do values, ethics and company culture play a role in shaping your appeal to the next generation of global talent? What are the tools and technologies at your disposal to bring the best out of a distributed, flexible and global knowledge base?”

The **FUTURE OF WORK** conference equips executives, human resources professionals, technologists and managers with tools to shape workforces and workplaces for the future. Experts from technology, telecommunications, retail, property development and education sectors cut through the buzzwords, and provide business leaders with insights into managing

distributed and on-demand global workforces, transitioning to the cloud, and adopting the city as your campus.

Key sessions include:

- New Models for the Purposeful Organisation
- Becoming a Values-Led Organisation
- What Does C21 Leadership Look Like?
- Getting the Best From Your Team

Key speakers include:

- Paul D'Arcy (USA), Indeed.com Global VP of Marketing
- Rahaf Harfoush (France), author of The Decoded Company
- Anton Andrews (USA), director, Microsoft Envisaging Lab
- Brian Robertson (USA, video link), founder of Holacracy
- Dr Fiona Kerr (AUS), organisational and neural complexity specialist in the - Entrepreneurship, Commercialisation and Innovative Centre of the University of - Adelaide. -
- Paul X. McCarthy (AUS), author of Online Gravity: The Digital Giants Driving the Way You Live, Earn and Learn - "the Freakonomics of the digital economy..."
- Dr Yvette Blount (AUS), Research Coordinator, Australian Anywhere Working Research Network
- Michelle Tabet (AUS), Independent Strategy Director
- Kyri Theos, (AUS) Australian Country Manager, Elance-oDesk
- Bruce Duyshart (AUS), author of Smarter Buildings, Better Experiences
- Frank Farrall (AUS), Lead Partner, Deloitte Digital

During the course of the day, participants are invited to craft their own schedule from two streams of activity, exploring:

- Ways to establish a company culture and genuine engagement with your mission
- The role that ethics and emotional intelligence play in the leadership of your company, now and in the future
- Why do you attract, retain or lose talent from your organisation?
- Ways to manage invisible employees [OR staying connected with employees who work remotely]
- How can you stay agile and help your organisation adapt to changing times
- The value of life-long learning and the role of personal and professional development

- Ways to use technology, policy and culture as levers for collaboration and engagement

Owned and managed by the NSW Government's tourism and major events agency Destination NSW, Vivid Sydney is set to once again transform the city into a colourful canvas of light, music and ideas for 18 nights from 22 May to 8 June.

In 2015, Vivid Ideas' line-up of creative leaders and emerging talent expands across a program of more than 150 events, spanning the creative industries.

Ends

NOTES TO EDITORS: THE FUTURE OF WORK CONFERENCE PROGRAM DETAILS

[Note: Dates and times are subject to change. Please check the website for latest details.]

THE FUTURE OF WORK Conference 2015

Thursday June 4, 8.30am – 5.30pm

Google, Sydney

5, 48 Pirrama Road, Pyrmont NSW 2009

For more information go to vividssydney.com/futureofwork and to view the full Vivid Ideas program visit vividssydney.com/ideas

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