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**Second Annual World Congress on The Future of Work to Focus on “Making It Real”;
Will Provide Real-World Toolkit to Delegates**

*Executive Event to be Held in Philadelphia’s Independence Visitor Center
April 26 – 28, 2005*

BERKELEY, Calif., February 14, 2005 – More than 100 senior business executives interested in the emerging transformation of the future of work will gather April 26-28, 2005, in the Independence Visitor Center in Philadelphia, Penn., as delegates of the Second Annual *World Congress on the Future of Work*. With the theme ***Making It Real: From Vision to Action***, the event’s focus will be moving from broad visions and concepts to specific actions delegates can take back to make the future of work real in their organizations. A day of pre-conference workshops will be held on April 26, providing in-depth discussions of some key topics related to the future of work.

World Congress discussions will hone in on issues surrounding such hot topics as collaborative technologies, evolving corporate culture, HR practices in an interdependent environment, distributed work and trends in workplace design. Session leaders will include Jim Ware and Charlie Grantham, co-producers of the Congress, as well as Toni Kistner of *Network World*, Rebecca Ryan of NextGeneration Consulting, Laurie Orlov of Forrester Research, and Bruno Bottarelli of Marquest Properties.

“It’s time to get pragmatic about the future of work. Business leaders need tools, resources and practical advice for getting started now on transforming their organizations,” commented Jim Ware, executive producer of *Future of Work*, convener of the World Congress. “Technology, business practices and corporate cultures are changing rapidly, raising challenges that demand solutions now. While we don’t claim to know everything, we believe we know enough as a community to provide a starter-kit. This Congress will help to make that real.”

This event, produced by the membership organization *Future of Work*, will bring together executive-level decision-makers in the fields of HR, IT, corporate real estate, and operations/facilities management from the world’s leading organizations, all joining together to build a community of interest, develop principles and guidelines for success and co-produce a valuable toolkit for “making it real” in their organizations.

The cost for attending the World Congress is \$895. per person. Online registration is available at: http://www.futureofworkcongress.net/registration_form.php. Pre-conference workshops are priced at \$195 each, and will be held on the following topics:

- Becoming a Next-Generation Company, Tony DiRomualdo, Next Generation Consulting
- Aikido, Leadership, and Conflict Resolution, Dr. Barry Tuchfeld, Ph.D
- How to Build Social Networks Using New Communications Tools, Elizabeth Albrycht, Albrycht McClure & Partners and the New Communications Forum

"We are adding pre-conference workshops this year to provide interested smaller groups a chance to build real skills for making the future of work a reality for themselves, their businesses and communities," said Charlie Grantham, executive producer of *Future of Work*, convener of the World Congress. "We've selected three specific workshops geared toward the individual, the company, and the community. All of them will be presented by members of our community."

More information can be found at http://www.futureofworkcongress.net/congress_workshops.php

The *World Congress on the Future of Work* is not a traditional conference. It is an interactive executive forum, comprising an extended, meaningful, living network of conversations and the sharing of ideas and theories about the future of work among leaders and visionaries. The World Congress began as a virtual experience in February, providing registered delegates with an opportunity to explore and discuss topics in-depth prior to gathering in Philadelphia, via a wide array of online communications vehicles, including teleconferences, online discussion forums, a blog, and more. The Congress will present delegates with a rare and unique opportunity to focus and reflect on the foundational aspects of work that most often don't have time to consider: i.e. the true purpose, meaning, and value of work.

The Second Annual *World Congress on the Future of Work* is co-sponsored by the General Services Administration, Herman Miller, and Francis Caufmann Foley Hoffman Architects Ltd.

For more information, visit <http://www.futureofworkcongress.net/>.

About *Future of Work*

Future of Work is a membership organization focused on reducing the cost of workforce support while enhancing both individual and organizational productivity. Its members are senior HR, IT, and

Facilities/Real Estate leaders who seek new solutions to the challenges of attracting, retaining, and leveraging knowledge workers. It conducts research, builds management tools, convenes roundtables and workshops, publishes white papers and articles, and provides clients with guidance about the changing nature of work and how to manage it. Current corporate members of *Future of Work* include: Accenture, Agilent Technologies, The General Services Administration, Hewlett-Packard, IBM Global Services, Johnson Controls, Jones Lang LaSalle, Herman Miller, Spherion, and the City and County of San Francisco. More information can be found at <http://www.thefutureofwork.net/>.