

FOR IMMEDIATE RELEASE

Contact:
Jennifer McClure
A.M.P. Communications
510-796-1475
jenm@ampcomm.com

**FIRST WORLD CONGRESS ON THE FUTURE OF WORK TO ADDRESS EMERGING
TRANSFORMATION OF THE NATURE OF WORK**

Invitation-only Event to be Held in San Francisco's City Hall on March 15 – 17, 2004

SAN FRANCISCO, Date – More than 100 senior business executives interested in the emerging transformation of the future of work will gather on March 15 – 17, 2004, in the newly renovated San Francisco City Hall as delegates in the first World Congress on the Future of Work. Their goal is to build a community of interest, define a charter, and develop a public call for action – a “Declaration of Interdependence.” This document will define a set of design principles that enables organizations to make the vision of the future of work real in their organizations.

“To survive in the future, companies must create working environments that attract, retain, and motivate scarce creative talent, foster creativity and productivity, and enable work to be conducted whenever and wherever necessary on a global basis. Current management practices typically prevent or severely inhibit achieving that goal. Dramatic change is needed in the way workers are supported and managed. That is why we have created this Congress,” commented Charlie Grantham, Executive Producer of Future of Work, convener of the World Congress.

In order to meet these goals, delegates to the Congress will address the following questions:

- Where and how is the "future of work" happening?
- What factors are necessary to allow the "future of work" to happen?
- How are organizations enabling the "future of work?"
- What will it take to make this vision of the "future of work" real in my organization?
- Where can I find a community to help my organization reach our vision of a "future of work?"

The *World Congress on The Future of Work* was developed by *Future of Work*, a membership organization focused on reducing the cost of workforce support while enhancing both individual and organizational productivity. This invitation-only event will address the fact that the very nature of work is rapidly changing. Knowledge work, creativity, and collaborative relationships have become not just good ideas, but essential to competitive success.

Delegates are limited to 100 director- and C-level decision-makers in the fields of information technology, human resources, and operations/facilities management from the world's leading

organizations. Participants will learn about and share ways of reducing the cost of operations and workforce support through an integrative approach to strategic management of these three assets: people, technology, and facilities/real estate.

The cost for attending the World Congress is \$895. per person (\$795. for those who register prior to January 15, 2004). If you would like to nominate someone, please contact Jim Ware at jim@thefutureofwork.net.

The *World Congress on the Future of Work* is not a traditional conference. Rather, 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 between leaders and visionaries. The World Congress presents attendees with a rare and unique opportunity to focus and reflect on the foundational aspects of work that they often don't have time to consider: i.e. the true purpose, meaning and value of work.

The World Congress will begin as a virtual experience in January 2004, providing both registered delegates and other people interested in the changing nature of work with an opportunity to explore and discuss topics in-depth prior to gathering in San Francisco, via a wide array of online communications vehicles, including online discussion forums, web briefings, blogs, and more.

For more information on the First *World Congress on the Future of Work*, please visit its website at www.thefutureofwork.net/what_congress.html.

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 organizational members of *Future of Work* include **Agilent Technologies, Callison Architects, Jones Lang LaSalle, Herman Miller, Spherion**, and the **City of San Francisco**.

More information can be found at <http://www.thefutureofwork.net/>.

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