

Workplace Design
2026

PARTNERSHIP PROSPECTUS

BUILD YOUR WORKPLACE CASTLE

An Annual Conference on Workplace Strategy,
Organizational Change, and Performance

October 8, 2026



Ljubljana Castle
Slovenia

**An Event That
Supports Your
Business Goals**

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Workplace Strategy is a Business Priority

Across Central and Eastern Europe, a new generation of premium workspaces is being built, and leading corporations and fast-growing startups are the first to claim them.

All around CEE, developers are investing heavily in new office buildings, workplace renovations, and hybrid work environments to meet growing demand.

From Ljubljana and Zagreb to Belgrade, Tirana, Bucharest, Budapest, Bratislava, and Prague, a new generation of workspaces is being planned and built at a rapid pace.

Many of these new buildings meet the highest international standards, reflecting a growing focus on sustainability, energy performance, and above all, human health, comfort, and wellbeing.

For younger generations of talent, the quality of the workplace is an essential part of their commitment.

A new generation of
premium workspaces



A Need For a High-Performing Workplace



strategic business asset
delivering strong return
on investment

As demographics shift and competition for talent intensifies, the quality of the workplace has become a decisive factor in attracting, retaining, and inspiring the best people. Today, high-performing workplaces are a strategic business asset delivering strong return on investment.

High-Performing Workplace: Definition

A high-performing workplace integrates a healthy, strategically positioned Class A office building with a **smart workplace strategy** that supports employee well-being, productivity, and innovation.

Micro-location is critical. Proximity to services, vibrant urban surroundings, and fast access in and out of the city is very important to vast majority of people (employees today / office workers).

Green Office Building



Premium orientation / abundant daylight



Open views and greenery



High indoor air quality



High thermal and acoustic comfort



Certified non-toxic materials



Energy-efficiency / low carbon footprint



Water & waste management systems



Healthy mobility options (bike storage, EV infrastructure, etc.)



Amenities on site or nearby (cafés, grocery, gym, medical, etc.)

High-Performance Workplace Strategy

It's a workplace tailored to the organization's exact needs and expectations. It fully supports:



Internal culture and values



All four work modes



Hybrid work strategy



Value streams / Business processes



Technology systems



Branding and communications



Flexibility for expansion and growth

“Employees in high-performing workplaces are significantly more engaged, innovative, and productive.”



“
High-performing
workplaces can improve
individual and team
performance by up to 35%.

Gensler Workplace Performance Index (WPI)

WDC Timeline

2018



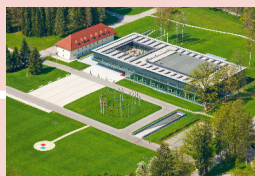
Ljubljana

2019



Ljubljana

2020



Brdo Estate

2021



Lake Bled

2022



Lake Bled

The WDC Platform


regional conference
on workplace strategy,
change, and success

Your platform for visibility, relationships, and thought leadership in the future of work.

Over the past two decades, the workplace has moved from a technical, operational subject to a strategic business topic with the highest priority. Decisions about where and how people work now directly influence employee performance, culture, talent, and overall business success.

Founded in Slovenia in 2018, the Workplace Design Conference (WDC) was created as a professional platform for sharing knowledge, experience, and best practices in workplace strategy and design.



For partners, this means visibility, meaningful relationships, and access to a trusted regional network. It also offers a credible space to contribute ideas, share expertise, and build thought leadership on the critically important topics of workplace strategy and business transformation.

Over nine consecutive years, WDC conference has grown into a trusted meeting point for business leaders, HR professionals, real estate experts, architects, designers, consultants, and technology providers who shape work environments and influence workplace decisions.

2023



Brdo Estate

2024



SIP Center

2025



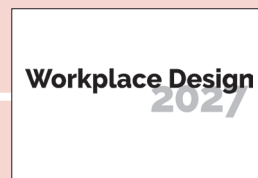
Ljubljana

2026



Ljubljana Castle

2027



TBD

The WDC Vision



WDC is built around two outcomes that matter most to businesses and organizations: access to ideas and access to people.

By bringing together leading thinkers and decision-makers from across the region, WDC creates a setting where learning, dialogue, and relationships directly support better business decisions and long-term value creation.



Ideas

Our attendees learn from:

- Leading international speakers and recognized thought leaders
- CEO's, business owners, and entrepreneurs
- Best-practice case studies from real workplace transformation projects
- Global perspectives combined with strong regional relevance
- Evidence-based research and workplace strategy insights



People

Our attendees meet - in person - with:

- Business leaders and senior company professionals
- Business owners and entrepreneurs
- Office building developers and investors
- Workplace strategies, specialists, and management consultants
- Architects, designers, and multidisciplinary project teams



Our ambition is to connect decision-makers and influencers from across the region - from Ljubljana and Zagreb to Belgrade, Budapest, Bratislava, and Prague - and to bring global thinking into local and regional practice.

WDC is becoming the regional meeting point for workplace strategy and design.

CONSECUTIVE YEARS **9**

SPEAKERS FROM COUNTRIES **13**

ATTENDEES FROM COUNTRIES **11**

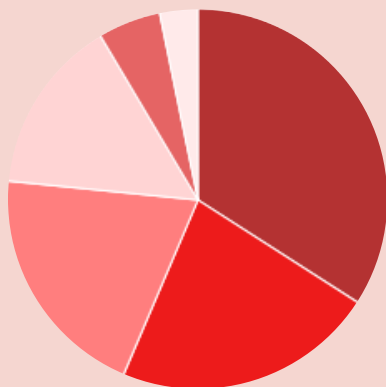


The WDC Audience



By Industry

Professional services – 36.2%
Manufacturing – 23.4%
High Tech – 11.8%
Finance & RE – 10.6%
Retail – 7.4%
Media – 2.1%
Other – 8.5%



By Profession

Executive level – 34.1%
Operations & IT – 22.3%
Marketing – 20.2%
Sales – 14.9%
HR, Legal, Finance – 5.3%
Administration – 3.2%

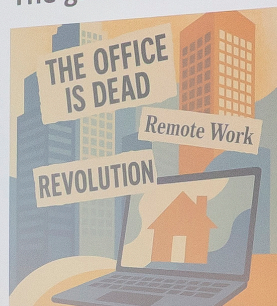


By Job Position

Managers – 35.1%
Professionals – 28.7%
GM/C-Level – 17.1%
Founders/Owners – 15.9%
Board Members – 3.2%



The great unlearning



in d&D light

Workplace Design
8th ANNUAL CONFERENCE
& EXHIBITION
WORKPLACE MAGIC
Perfect blend of People, Spaces & Tech

D&D
SLOVENIA

ARCADA

EKSTIL

KALICH

ECHO-DESIGN

PROSPERA

RS

triglav

VELUX

ČUNGLA

Rademacher

Why partner with WDC

WDC Conference brings together the leaders driving the business transformation — corporate decision-makers, company professionals, investors, developers, innovators, architects, and consultants.

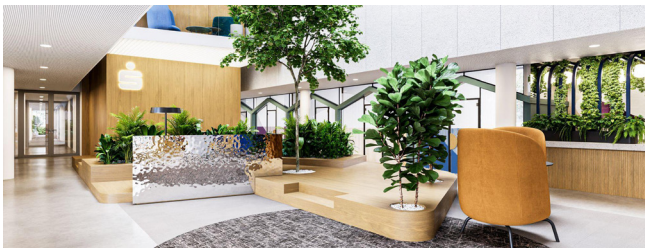
Whether your goal is visibility, thought leadership, relationship building, or business transformation, WDC offers a partnership model aligned with your needs.

Partnering with WDC places your organization at the center of this dialogue. There are four strong reasons for becoming a partner:

1 VISIBILITY

Strategic exposure before, during, and after the conference

- ➔ Brand visibility across digital media, and event channels
- ➔ Presence in curated communication campaigns
- ➔ On-site brand integration in a premium setting
- ➔ Association with industry leadership
- ➔ Long-tail exposure through post-event content



2 LEADERSHIP

Thought Leadership and Market Positioning

- ➔ Speaking opportunities (depending on level)
- ➔ Participation in panels and curated discussions
- ➔ Content co-creation (articles, interviews, insights)
- ➔ Featured case studies
- ➔ Alignment with forward-thinking industry narratives



3 ACCESS

Direct Access to Decision-Makers

- ➔ Personal meetings with corporate occupiers and developers
- ➔ Informal networking in curated environments
- ➔ Relationship-building with regional market leaders
- ➔ Access to high-level conversations beyond the stage



4 CHANGE

Organizational and Internal Benefits

- ➔ Exposure to cutting-edge workplace concepts
- ➔ Ideas and insights to apply in your organization
- ➔ Inspiration and support for internal changes
- ➔ Team engagement through participation
- ➔ Benchmarking against industry leaders
- ➔ Talent retention and attraction



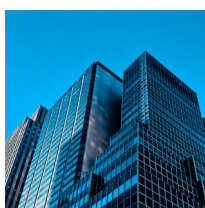
Who WDC Is Built For


for proactive,
future-oriented
organizations

Partnership with WDC Conference is perfect for local, regional, and global organizations active in the workplace and commercial real estate ecosystem across CEE.

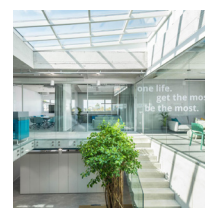
Corporate Partners

Global, regional, and national companies investing in high-performance workplaces to attract talent and enhance productivity across CEE.



Change Leaders

Organizations planning or implementing workplace transformation, hybrid strategies, and organizational change - from established enterprises to fast-growing scale-ups.



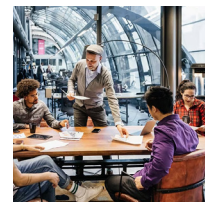
Office Developers & Investors

Developers, asset managers, and investment firms developing repositioning or operating Class A office assets in the region.



PM & Advisory Firms

International and regional commercial real estate advisory and property management specialists providing leasing, representation, asset management, and consulting.



Technology Providers

PropTech companies and workplace innovators delivering smart building systems, hybrid work platforms, digital infrastructure, and performance analytics.



Project Partners

Specialist vendors supporting workplace delivery and operations — including fit-out contractors, furniture brands, sustainability consultants, and facility service providers.



Knowledge & Innovation Partners

Universities, research institutions, professional associations, and think tanks contributing insight, data, and thought leadership on the future of work.



Business Media Platforms

Regional and international publications covering commercial real estate, workplace strategy, and business transformation across CEE.





Partnership Formats And Levels



WDC partnerships are designed to create strong visibility, strategic positioning, and long-term relationship value.

Each level reflects a different degree of involvement, presence, and leadership within WDC - allowing organizations to align their participation with their ambitions.



PREMIUM PARTNER

Strategic, category-leading partnership with maximum visibility and influence across all WDC channels.

Top benefits:

- ➔ Leadership positioning and keynote-level visibility
- ➔ Year-round presence across digital and live channels

Best suited for:

Large corporations and financial institutions, major office building developers, global brands seeking exclusivity.



GOLD PARTNER

High-impact partnership with strong brand presence and active participation in the annual conference.

Top benefits:

- ➔ Prominent event visibility and panel participation
- ➔ Strong regional exposure across communication channels

Best suited for:

Regional and local office building developers, large regional companies, technology firms, professional service providers.



SILVER PARTNER

Recognized partnership with meaningful visibility and targeted engagement opportunities.

Top benefits:

- ➔ Brand presence across event materials
- ➔ Access to curated networking opportunities

Best suited for:

Organizations implementing workplace transformation, mid-sized firms, strategic service providers.



BRONZE PARTNER

Supporting partnership focused on presence, access, and brand association with WDC.

Top benefits:

- ➔ Event branding visibility
- ➔ Access to the WDC business community

Best suited for:

Consultants, suppliers, project collaborators, emerging brands entering the regional market.



EXHIBITOR

On-site activation opportunity for showcasing products and services directly to participants.

Top benefits:

- ➔ Dedicated exhibition space
- ➔ Direct interaction with decision-makers

Best suited for:

Workplace vendors, furniture brands, technology providers, solution suppliers.



RESEARCH PARTNER

Strategic collaboration focused on knowledge creation, insight development, and intellectual contribution.

Top benefits:

- ➔ Co-created research visibility and content integration
- ➔ Authority in workplace and business transformation topics

Best suited for:

Universities, research institutes, think tanks, and industry associations.



MEDIA PARTNER

Editorial and promotional collaboration expanding WDC's regional visibility and impact.

Top benefits:

- ➔ Cross-promotional exposure
- ➔ Access to executive-level content and speakers

Best suited for:

Business media platforms, industry publications, digital content networks.

Partnership Benefits & Features

1

BRAND VISIBILITY

Benefit	Premium	Gold	Silver	Bronze	Exhibitor
Logo hierarchy	Top-tier	High	Standard	Supporting	On-site only
Website presence	Priority	Year-round	Year-round	Year-round	Event period
Stage backdrop	Premium position	Included	Included	—	—
Printed materials	Premium position	Included	Included	Included	—
Post-event report	Featured	Included	Included	Included	—
Social media	Dedicated posts	Featured posts	Mentions	Group mention	—
Newsletter visibility	Dedicated feature	Shared feature	Mention	Mention	—

2

CONTENT & THOUGHT LEADERSHIP

Benefit	Premium	Gold	Silver	Bronze	Exhibitor
Keynote opportunity	Priority	Optional	—	—	—
Panel participation	Priority	Included	Optional	—	—
Case study slot	Priority	Included	Optional	—	—
Co-created content	Included	Included	Optional	—	—
Thought leadership	Dedicated	Shared	—	—	—

3

ACCESS & NETWORKING

Benefit	Premium	Gold	Silver	Bronze	Exhibitor
VIP invitations	Extended	Included	Included	—	—
Private partner dinner	Included	Included	—	—	—
Curated introductions	Included	Optional	—	—	—
Speaker lounge access	Included	Included	—	—	—
Reserved seating	Included	Included	—	—	—
Complimentary tickets	10+	6-8	3-4	2	1-2
Contact opt-ins access	Full	Standard	Limited	—	—

4 ACTIVATION & EXPERIENCE

Benefit	Premium	Gold	Silver	Bronze	Exhibitor
Exhibition space	Premium location	Prime	Standard	—	Standard
Branded networking	Exclusive	—	—	—	—
Branded workshop	Included	Optional	—	—	—
Demo session	Included	Included	Optional	—	Included
Event app visibility	Featured	Included	Included	Included	Included
Material distribution	Included	Included	Included	Included	Included

5 DIGITAL & YEAR-ROUND PRESENCE

Benefit	Premium	Gold	Silver	Bronze	Exhibitor
Pre-event campaigns	Prominent	Included	Included	Mention	—
Regional promotion	Included	Included	Included	—	—
Recorded content branding	Included	Included	Included	—	—
Digital series participation	Strategic	Included	Optional	—	—
Early renewal option	Included	Included	—	—	—

6 HOSPITALITY & ADDED VALUE

Benefit	Premium	Gold	Silver	Bronze	Exhibitor
VIP reception hosting	Included	—	—	—	—
Gift bag inclusion	Included	Included	Included	—	—
Sponsor networking	Included	Included	—	—	—
Custom activation options	Included	Included	Optional	—	—
Category exclusivity	Strategic	Selective	—	—	—

Past Keynote Speakers



Kirk Vallis
Global Head of Creativity, Google
on Workplace Creativity



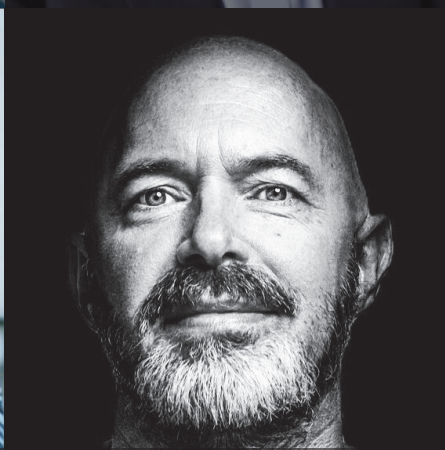
Asif Sadiq, MBE
Senior Vice President, Warner Media
on Workplace Inclusion



Jesper Toubøl
Vice President of Operations, Lego
on Business Transformation



Sophie Maddison
Head of Change Management, Philips
on Change in the Workplace



Ruben van Eijk
Head of Creative Shop CEE, Meta
on Virtual Productivity



Gerda Stelpstra
Partner, Cushman & Wakefield
on Workplace Management



Philip Tidd
Principal & Regional Leader, Gensler
on Workplace Magic



Kay Sargent
Director of Thought Leadership, HOK
on High-Performing Workspaces



Peter Ippolito
Co-Founder, Ippolito Fleitz Group
on Designing Work

WDC26-27 Venue



The WDC conference provided excellent networking opportunities, and all sessions were inspiring. We heard proven strategies for aligning the work environment with the needs of the people, the new technologies, and the organization's overall vision.



Tomaž Šalamon

CHAIRMAN OF THE BOARD
Banka Sparkasse d.d., Slovenia

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2026

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