

# Shape Shifting

**NAMA CTW:**

A transformed experience offering participants the value of deeper knowledge and relationships to shape the workplace of the future.



Register Now at [namactw.org](http://namactw.org)

**Your client needs help.**

Businesses in every sector are working hard to recruit and retain talent in an environment that continues to shift with evolving workplace trends. Many strategies—like increasing compensation, benefits, and workstyle flexibility—have become the norm and are less compelling in distinguishing value and satisfaction.

So, what do employees want? An improved workplace experience!

**When do they want it? Now!**

Employers seeking eager, energized and loyal employees need to focus on offering a different kind of workplace experience and they are looking to you for ideas and solutions. The new CTW is designed to help you create them.

Imagine an event where operators and suppliers come together as partners through relaxed but purposeful conversations to consider the opportunities of the evolving workplace, and how to solve for it.

Leveraging their respective expertise, participants design new approaches for providing a portfolio of curated products and offerings that help clients deliver a one-of-a-kind workplace experience.

**Meet the Reimagined CTW 2024**

This will be a different CTW for a different time—a time of evolution. CTW 2024 has been designed specifically for operators and suppliers to collaborate on how to elevate OCS and Pantry offerings and evolve the client relationship, moving beyond trusted service provider to essential business partner.

For example, office amenity culture is evolving from the practical aspects of better products and brands to a greater interest in product sourcing, social causes and the human connection derived from the experience. Consumers – employees – want more than they did yesterday. And delivering an added-value experience requires knowledgeable partners on physical space and amenity design, as well as

product selection and provisioning. Those kinds of partnerships are what you can develop at the new CTW.

“Now when employees are on premise, they want and expect an experience that is much more connected to mission, their colleagues, and even the products and brands they encounter,” said Linda Saldana, Seventh Wave Refreshments, chair of the stakeholder task force that reimagined the new CTW. “We’re designing CTW to bring operators and suppliers together to use their combined creativity to address these evolving priorities, shape the workplace of the future, and grow their businesses in the process.”

The payoff for businesses that can meet the challenge of improving the employee experience can be substantial. According to Harvard Business Review, one study found that a company could increase revenues up to 50% by improving the employee experience. And this is where OCS and Pantry operators have the opportunity to excel—helping their clients thrive and growing their business in the process.

**Content is King**

CTW 2024 emphasizes education, enrichment, and strategic dialogue to help operators navigate and shape the evolving marketplace. The event focuses on innovative technology use and comprehensive worker experiences, aiming to align client business goals with operator growth. Designed for sophisticated, in-depth learning, CTW’s discussions and roundtables encourage operators and suppliers to engage as partners in designing and applying new solutions. The value participants derive will largely depend on their active engagement and expertise, fostering a collaborative environment for industry advancement.

**Relationships that Matter**

New in 2024, the Connection Hub signifies a shift from a traditional exhibit hall to a reimagined networking space that fosters deeper conversation and collaboration. Located centrally, it encourages spontaneous interactions during breaks, meals and while enjoying

a cocktail. The Connection Hub prioritizes knowledge sharing, structured networking, and meaningful dialogue between operators and suppliers, moving beyond the typical exhibitor-attende dynamic of past events.

No event focused on improving employee experiences would be complete without some firsthand experiences for participants. CTW attendees will have the option of participating in a “coffee crawl” to roasters in New Orleans. The Big Easy is rated as one of the best coffee cities in America and is reputed to be home to the original coffee break. The “coffee crawl” will be a great way to get the creative juices—and caffeine—flowing.

*CTW 2024 is a different event experience for a different time, focused squarely on the needs of the tried-and-true members of NAMA’s OCS and Pantry community and promoting its success. We look forward to seeing you there.*

