



hosted by HeadsQuarter

**SHARE KNOWLEDGE.  
STRENGTHEN NETWORKS.  
SHAPE THE FUTURE.**

### **TheNewNow Future Summit | 22 April 2026 | Zurich**

On 22 April 2026, Headsquarter Zurich will become the meeting point for decision-makers and thought leaders from business, communication and the creative industries. TheNewNow offers a format designed to provide orientation through access to knowledge and meaningful exchange at a time when communication, leadership and technology are evolving faster than ever.

TheNewNow is the natural evolution of the Swiss Deluxe Hotels Media Summit, which set benchmarks for several years as an exclusive industry platform. With its relaunch, the format is now open to all sectors. **“We focus on the forces that will shape the future of working life. After experiencing the value of intensive, high-level knowledge exchange, we are taking the next step and addressing the entire Swiss luxury industry,”** explains founder Evelyn Gorgos.

Five keynotes alongside numerous workshops, panels and live sessions deliver practical expertise in media, business, AI and new work. Approximately 350 participants can choose from more than 100 sessions and curate their own programme for the one-day summit. Highlights include Prof. Dr. Felicitas Morhart, AI expert Sébastien Félix, German business coach Jens Alsleben, photographer Oliver Rust and media professional Gaudenz Looser. More than ten international media agencies will present forward-looking scenarios on the transformation of the communication landscape.

The 15 co-working spaces and community areas of Headquarters span two locations on Stockerstrasse and Beethovenstrass and are all within walking distance, providing the ideal setting for this contemporary format. Selected sessions will be recorded in the Headsquarter podcast studio, while the fitness spaces will focus on mental health, nutrition and resilience. Cookbook author and journalist Claudio Del Principe will host a pasta workshop designed for interactive team building. Swiss Deluxe Hotels will continue as hosting partner and present a specially curated lecture series.

**“TheNewNow is exactly the kind of format that belongs in our spaces. It brings together people who are curious and ready to learn from one another. It perfectly complements our curated community and our understanding of a modern work culture”** says Anil Varghese, CEO of Headsquarter.

In the evening, the programme transitions into an after-show party. With a DJ, cocktails and views across the rooftops of Zurich, guests will have the opportunity to continue conversations that began during the day.

Tickets are available at CHF 390, with an early bird rate of CHF 330, at [www.newnow.work](http://www.newnow.work)  
All sessions will be held in English. February 2026.

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