New CoLaboration Space at CoLab Sets the Stage for the Future of Work



ROANOKE, VA — CoLab has officially launched its newly reimagined **CoLaboration Space – sponsored by Cortex Leadership Consulting**, designed as a dynamic environment for teams to tackle challenges, generate solutions, and unlock innovation together. The space's debut event, hosted in partnership with Cortex, drew more than 50 leaders from across sectors for an immersive AI Demo Experience—marking a bold step toward preparing Roanoke's professionals for the future of work.

Attendees included mid- and senior-level leaders from banking, healthcare, education, and consulting—many of whom admitted to feeling "curious, unsure, hopeful, and overwhelmed" about integrating AI into their workflows. More than 70% said they were seeking not just new tools, but guidance on **how to choose and use the right AI solutions** for their specific roles.

The launch event delivered on that need. Participants engaged with cutting-edge tools like ChatGPT, Gemini, Gamma, and HeyGen—many for the first time—and received personalized Cortex AI Profiles and coaching debriefs, a $500 per-person value provided by the event sponsors. The experience offered not only practical insights but also a glimpse into how technology-enhanced collaboration spaces can accelerate meaningful change.

> “This space isn’t just about tech—it’s about transformation,” said Ron Sieber, Senior Community Manager at CoLab. “It’s designed to help teams see their challenges more clearly, collaborate more deeply, and leave with real momentum.”

Inside the CoLaboration Space



- **Floor-to-ceiling whiteboards** for group strategy, brainstorming, and visual thinking
- **Dual TV displays (55” and 75”)** with flexible mirroring or extended presentation modes
- **Wireless HDMI and Apple AirPlay** connections for seamless device compatibility
- **In-room EMEET cameras and microphones** to support hybrid and remote-friendly meetings
- **Zoom Rooms integration coming soon**, enabling full-room audio/video management via iPad control

The CoLaboration Space is now available for bookings, and is ideal for:

- Leadership retreats and offsite planning sessions
- Cross-functional workshops and training
- Problem-solving sprints, innovation labs, and AI upskilling
- Any meeting where the goal is to **get things done and move ideas forward**

The launch event not only showcased CoLab’s upgraded AV capabilities—it demonstrated how thoughtfully-designed environments, paired with world-class facilitation from partners like Cortex Leadership Consulting, can elevate what’s possible in a two-hour meeting.

Ready to turn your next session into a breakthrough moment? The CoLaboration Space is now open for teams who are ready to think bigger, faster, and together.

For inquiries or to schedule a tour, contact **info@colabroanoke.com**.