

POWER OF PRINT

TRUSTED, TACTILE, INTELLIGENT – WHY PRINT WORKS



FEDRIGONI **print**monthly




Print and Paper
have a great
environmental
story to tell



BPIF



24TH OCTOBER 2017 STATIONERS' HALL, LONDON EC4M 7DD

Day Seminar Sponsored by 		
Morning		
09:30	Delegate Registration and Refreshments	
10:00	Welcome: Industry Overview	Charles Jarrold <i>BPIF</i>
10:10 - 10:50	<p>How Technology is Killing Creativity</p> <p>Technology is usually seen as a great enabler, giving us the power to do things we've never done before. But there's Yin to this Yang. And one of the big casualties appears to be creativity.</p> <p>Dave Birss, who's a technologist as well as a creative advocate, will reveal how the way we're using technology is negatively impacting the quality of our ideas. And he'll explain what we can do to minimise these effects. Because the big concern is not computers becoming more creative than us, it's about us becoming less creative than them.</p>	Dave Birss <i>RIGHT Thinking</i>
10:50 - 11:20	<p>Brands, Content and the Power of Food</p> <p>Editorial Director of John Brown Media and Masterchef TV judge, William Sitwell, talks of launching food magazines across the globe and spells out the threats and opportunities for print in the modern media landscape.</p>	William Sitwell <i>John Brown Media</i>
11:20	Tea/Coffee	
11:40 - 12:10	<p>Is Anybody Actually Watching?</p> <p>Abba will discuss the current hot marketing dilemma for both publishers and marketers, do you trade long-term brand strength and investment for a short-term gain in ad dollars and marketing return. She will use ground-breaking insights from the world's largest eye-tracking panel, uncovering what people really look at rather than what they say they look at, and compare digital and print viewing habits.</p>	Abba Newbery <i>Lumen Research</i>
12:10 - 12:40	<p>Modernising the Measurement of Mail</p> <p>Broadcast media agencies use Reach and Frequency as key tools when planning campaigns, but Direct Mail has never employed these. Our work at MarketReach told us that many items of mail are shared with others; an item of mail may be picked up, looked at, handled, skimmed, or read far more than just once, suggesting that mail makes a lasting impression.</p> <p>Given this insight, the DMA, IPA, ISPA, UK Mail, Whistle, and Royal Mail MarketReach formed a Joint Industry Committee and are working to create a standard measurement for mail that we believe will accurately record the real reach and frequency of mail.</p>	Seirian Hanner <i>Royal Mail MarketReach</i>

12:40 - 13:10	Jaguar Land Rover - British Legends How do you create a brand that fills the hearts of a nation – trusted and aspiring? Ashley will delve deep into the rich history of these two iconic brands and fast-forward to how they pioneer new technology in current days, whether that's vehicle technology or new and innovative ways of marketing and promotion of brand and product,	Ashley Masefield <i>Jaguar Land Rover UK</i>
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13:10	Lunch and Networking	
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Afternoon

14:00	Canon Introduction and Sponsorship of the Seminar	Adam Poole <i>Canon</i>
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14:15 - 15:00	Lights, Camera, Creativity ... Innovative Print Often Starts with a Picture Clive will explain how through his graphic design background, he has developed a deep love of print; a love that has influenced his belief that there is something very special about the visual and tactile qualities that make print such an effective communication medium. Through examples of work for companies such as Aston Martin and Hackett he will describe the process of seeing work through from image capture to output, and how modern technology has paved the way for ever more innovative and inspirational possibilities.	Clive Booth <i>Canon Explorer Photographer</i>
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15:00 - 15:30	Rethink, Re-imagine & Print your Narrative - Rekindling Agency & Brand Love What is the value of Print in an increasingly Digital world? Some would say very little, while they are seemingly happy with 0.02% click through rates as measures of success in Digital. This talk will explain why Agencies and Brands have mistakenly fallen out of love with Print, and what needs to be done to relight the fire.	Dino Myers <i>-Lampthey MullenLowe Mediahub</i>
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15:30	Tea/Coffee	
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15:50	Quick Update on the Two Sides and Print Power Campaigns	Martyn Eustace <i>Two Sides</i>
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16:10 - 16:40	Polaroids, Bicycles and Vinyl...When the New Fails to Entirely Eat the Old We're told digital and technological disruption is inevitable, that waves of inexorable creative disruption will wash over every business in every industry. That only the most ruthless and innovative will survive. But is this true? Is this inevitable? Or does the resurgence of the Polaroid photo, the two-wheeled velocipede and vinyl records (as well as print) suggest reality is more nuanced? Ed will take us on a journey into appropriate solutions, elegant simplicity and purpose-led business to find clues to future business resilience.	Ed Gillespie <i>Futerra</i>
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16:40 - 17:10	People, Paper and the Power of Habit Twenty years ago most people wouldn't get on a bus or train without first picking up a paper product. Buying a magazine or newspaper was our way of warding off our greatest fear, which was boredom. Twenty years later we're not bored anymore and we have new habits. The paper and print products that flourish in the post-digital world will have noticed both how much our habits have changed and also the things our hearts still desire.	David Hepworth <i>Development Hell</i>
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17:10	Closing Note	Adam Poole <i>Canon</i>
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17:30	Close	
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Evening Event Sponsored by FEDRIGONI

18:00	Drinks Reception and Networking	
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18:50	Call to Dinner	
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Dinner Speaker – Kevin Beatty, CEO DMG Media.
Publishers of Daily Mail, Mail on Sunday, Mail Online, Mail Plus and Metro.

22:30	Carriages	
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