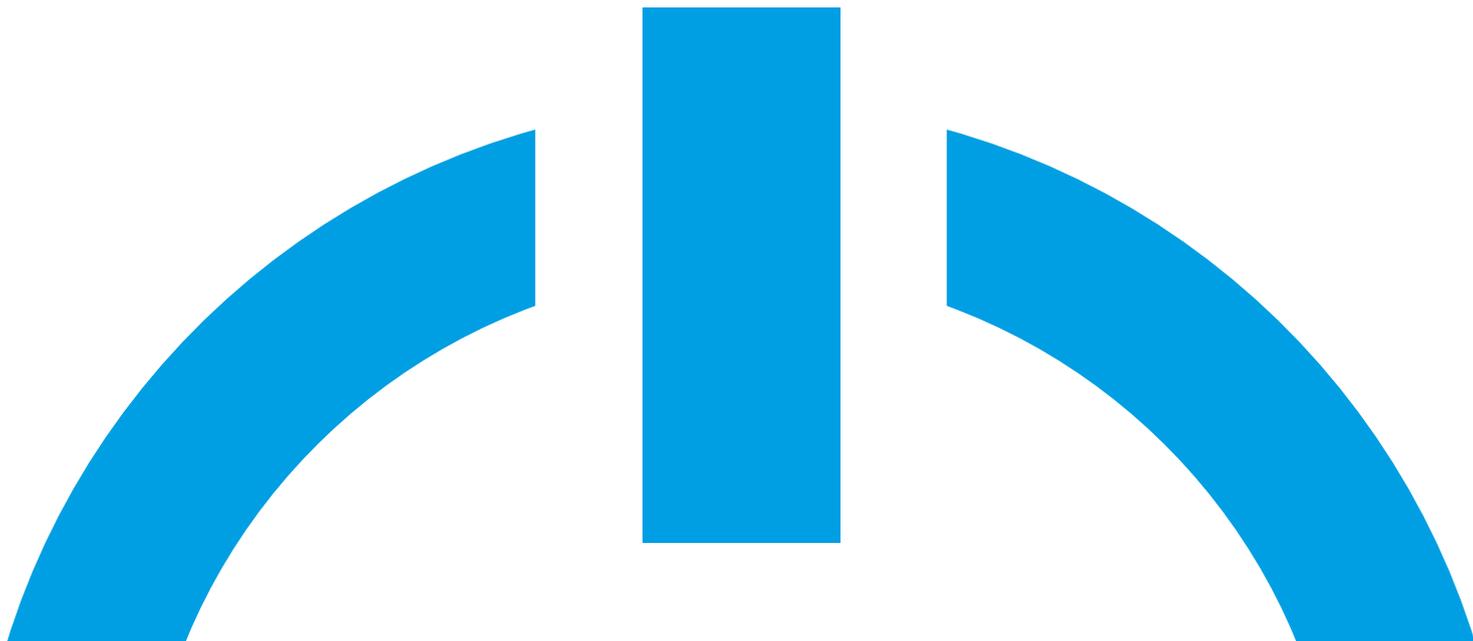


POWER OF PRINT

PRINT, THE ENGAGING MEDIUM OF CHOICE

6TH NOVEMBER 2018

STATIONERS' HALL, LONDON EC4M 7DD



DISCOVER THE POWER OF PRINT

Now in its 8th year, the Power of Print seminar has established itself as a must-attend event.

The seminar attracts 200 leaders from the print, publishing, marketing and advertising industries to hear from a diverse range of global experts, exploring the challenges, innovations and opportunities for print in today's multi-media world.

In the evening, there will be a drinks reception and three-course dinner. The highlight of the evening will be a speech and Q&A with legendary publishing figure Simon Fox, Chief Executive of Reach PLC (formally Trinity Mirror).

THE DAY'S TOPICS WILL INCLUDE:

- > **PRINT'S ROLE IN BUILDING TRUST**
- > **THE PACKAGING DEBATE**
- > **SUSTAINABILITY MATTERS!**
- > **PRINT'S FUTURE**

BOOK NOW

Members of Two Sides and/or the BPIF, as well as customers of Canon, receive a special members' rate.

The day seminar includes a buffet lunch and refreshments.

	MEMBER	STANDARD
Day & Evening	£219	£259
Day Only	£129	£149
Evening Only	£99	£119

CONTACT US

- > **WWW.POWEROFPRINT.INFO/BOOK-NOW**
- > **+44 (0)1327 262920**
- > **INFO@POWEROFPRINT.INFO**
- > **[@POWER_OF_PRINT](https://twitter.com/POWER_OF_PRINT) #POP18**

IN PARTNERSHIP WITH...

MAIN SPONSOR



EVENING SPONSOR



MEDIA PARTNER



ORGANISED BY



WITH THANKS

The Power of Print programme was kindly printed by BCQ Group

Paper kindly supplied by Fedrigoni - cover & text: Symbol Freelifa Satin; inner leaf: Sirio

This paper has been Carbon Balanced with World Land Trust. Find out more at www.carbonbalancedpaper.com



CHARLES JARROLD

CHIEF EXECUTIVE OFFICER
BPIF

Welcome: Print's Evolution

Charles will open the morning session with an overview of the UK printing industry.

Exploring how companies within this sector are ensuring print's relevance today and how they are reacting to current economic, political and technological changes.



JOE WATERTON

HEAD OF PHILANTHROPY
MACMILLAN CANCER SUPPORT

Trusted communications at a critical time

Trusted communication, whether on-line or in print, is at the heart of what Macmillan Cancer Support does.

Joe will explain why, with the huge rise in unverified information available on the internet, print is such an important and trusted part of their communications.



KATHERINE PUNCH

CAMPAIGN DIRECTOR
AUGUST MEDIA

From the inside, out.

Why creative agencies love print.

Why media agencies need to leave their preconceptions at the door.

And why brands should reset the brief.



KEVIN VYSE

SENIOR PACKAGING TECHNOLOGIST
& CIRCULAR ECONOMY LEAD
MARKS AND SPENCER

Paper and cardboard packaging. Making sustainability central to business

In the face of intense media scrutiny on plastics and packaging generally, Marks and Spencer's lead innovation into sustainable packaging choices.

Through design, waste minimisation and recycling, Kevin will explain how sustainable packaging is a fundamental part of their Plan A strategy, and how this is an opportunity for paper and cardboard packaging.



MARK DAVIES

MANAGING DIRECTOR

WHISTL DOORDROP MEDIA

Normalising print media: What digital has taught us

Digital Media has been nothing if not disruptive to marketing in general and print in particular.

But the Power of Print is up for the challenge and in exile has grown smarter, leaner and more fit for purpose.

Hear how the print industry has learned a trick or two and is beginning to turn the tables.



DAN DAVEY

CHIEF EXECUTIVE OFFICER

PROGRESSIVE CONTENT

Why content marketing is print's biggest threat and greatest opportunity

Digital content, created by brands and distributed for free, is impacting all forms of print media.

Discover how the rise of content marketing is also creating opportunities for print and learn the three keys to winning and retaining print clients.



SCOTT BARCLAY

HEAD OF STRATEGIC SOURCING EMEA
WILLIAMS LEA TAG

The role of print in an evolving customer experience

The emergence of new technologies and digital channels has changed customer expectations and the way they interact with brands.

As organisations think of new ways for 'brand activation' across multiple customer journey touch points, the role of individual channels like print is rapidly evolving and transforming.



TREWIN RESTORICK

CHIEF EXECUTIVE OFFICER/FOUNDER
HUBBUB

A new era for sustainability?

With the recent surge in public interest in ocean plastics, more extreme weather events and the growing concern about air pollution, are we on the cusp of a new era for sustainability?

Is this a short-term blip or are we in for a period of significant change and how should companies react?



PETER HOUSTON

FOUNDER

FLIPPING PAGES

Post-digital publishing

Talk of a digital-media meltdown has given publishers the motivation to think again about how they deliver value to their readers.

As digital advertising shifts to Google and Facebook, quality content is fighting back against clickbait and print is adding value again instead of just being an inconvenient cost.

Is the publishing industry getting ready to hit the reset button and do digital differently?



JONATHAN TAME

MANAGING DIRECTOR

TWO SIDES

Print and Paper: Powerful and Sustainable

By uniting all those who wish to see print and paper flourish, the Two Sides and Print Power campaigns deliver powerful messages to ensure that print media remains a vital communications channel for generations to come.

Jonathan will give a brief update on how the campaigns have been influencing consumers, businesses and media buyers about the sustainability and effectiveness of print.

CANON INVITED SPEAKER



“ At Canon, we have been inspiring customers to explore the power of imaging and print for over 80 years and once again we're delighted to be part this must-attend event that celebrates the impact of print.

As has become tradition, each year we team up with somebody who shares Canon's passion for innovation, creativity and professional excellence, and we let them inspire on our behalf. This year, we are thrilled to present Rory Byrne, Immersive Technology Business Director at Imagination Europe. ”

Mark Lawn, Director of Graphics & Communications Group, Canon Europe



RORY BYRNE

IMMERSIVE TECHNOLOGY BUSINESS DIRECTOR
IMAGINATION EUROPE

Imagination has been at the cutting edge of Experience and Technological development for 50 years. Customers value experience over products and the relevance of Immersive Technologies is growing as we move into a digitally-focused world.

Will print take advantage of the new opportunities this evolution presents?

EVENING EVENT



Following the day's seminar, we will be hosting a drinks reception followed by an informal three-course dinner in the historic surroundings of Stationers' Hall.

Kindly sponsored by Fedrigoni, the evening will provide a fantastic opportunity for networking and exploring further the topics discussed during the day's seminar.

Continuing the tradition of our after-dinner speaker being a leading figure from the publishing industry, this year we are delighted to be joined by Simon Fox, Chief Executive Officer of Reach PLC (formerly Trinity Mirror).



SIMON FOX

CHIEF EXECUTIVE OFFICER

REACH

Simon is the Chief Executive of Reach PLC (formerly Trinity Mirror), the largest newspaper publisher in the UK, reaching over 45 million people every month.

Reach PLC comprises of iconic British brands such as the Daily Mirror, Daily Express, Sunday People, Daily Record, Daily Star, OK! and market leading regional titles, including the Manchester Evening News, Liverpool Echo, Birmingham Mail and Bristol Post.

STATIONERS'
HALL





JOIN US AT THE POWER OF PRINT SEMINAR TO DISCOVER PRINT'S TREMENDOUS POWER TO BUILD BRANDS AND INFLUENCE OPINIONS.

> 11 LEADING INDUSTRY SPEAKERS

> INFORMATIVE DAY SEMINAR

> SPECIAL EVENING EVENT

FOR MORE INFORMATION AND TO BOOK YOUR PLACE: WWW.POWEROFPRINT.INFO