

POWER OF PRINT

PRINT, THE ENGAGING MEDIUM OF CHOICE



FEDRIGONI



PRINT+POWER



6TH NOVEMBER 2018 STATIONERS' HALL, LONDON EC4M 7DD

Day Seminar Sponsored by Canon		
Morning		
09:30	Delegate registration and refreshments	
10:00	Welcome: Print's evolution Charles will give an overview of the current economical, political and technological challenges facing the industry	Charles Jarrold <i>BPIF</i>
10:15 - 10:45	Normalising print media: What digital has taught us Digital Media has been nothing if not disruptive to marketing in general and print in particular. With the panache, the charm and the arrogance of youth it has dazzled and seduced marketers and grown and grown and grown. But the Power of Print is up for the challenge and in exile has grown smarter, leaner and more fit for purpose. Learn how the print industry has learned a trick or two and is beginning to turn the tables.	Mark Davies <i>Whistl Doordrop Media</i>
10:45 - 11:30	CANON INVITED SPEAKER The power of immersive experiences 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?	Mark Lawn <i>Canon Europe</i> <i>Introduces</i> Rory Byrne <i>Imagination Europe</i>
11:30	Tea/coffee	
12:00 - 12:30	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	Dan Davey <i>Progressive Content</i>
12:30 - 13:00	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.	Katherine Punch <i>August Media</i>
13:00	Lunch and networking	

Afternoon		
14:00 - 14:30	<p>A new era for sustainability?</p> <p>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?</p>	<p>Trewin Restorick <i>Hubbub</i></p>
14:30 - 15:00	<p>Paper and cardboard packaging. Making sustainability central to business.</p> <p>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 explains how sustainable packaging is a fundamental part of their Plan A strategy, and how this is an opportunity for paper and cardboard packaging.</p>	<p>Kevin Vyse <i>Marks and Spencer</i></p>
15:00 - 15:30	<p>Trusted communications at a critical time</p> <p>With 1 in 2 of us affected by Cancer at some point in our lives, trusted communication, whether on-line or in print, is at the heart of what Macmillan Cancer Support does: providing facts, information, advice and support to help people with cancer live their life as fully as they can.</p> <p>With an overview of the new strategy for Macmillan, Joe Waterton, head of philanthropy, explains why, with the huge rise in unverified information available on the internet, print is such an important and trusted part of their communications.</p>	<p>Joe Waterton <i>Macmillan Cancer Support</i></p>
15:30	Tea/coffee	
16:00	<p>Two Sides progress</p> <p>Promoting the sustainability and attractiveness of paper, paper based packaging, and print media.</p>	<p>Jonathan Tame <i>Two Sides</i></p>
16:15 - 16:45	<p>The role of print in an evolving customer experience</p> <p>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.</p> <p>Scott Barclay, Head of Strategic Sourcing EMEA at Williams Lea Tag shares his perspective and client insights on how they are overcoming such challenges, how print works as part of an integrated marketing approach and how WLT work with brands to help deliver sustainability innovation.</p>	<p>Scott Barclay <i>Williams Lea Tag</i></p>
16:45 - 17:15	<p>Post-digital publishing</p> <p>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, paid is pushing out free, 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?</p>	<p>Peter Houston <i>Flipping Pages</i></p>
17:15	Closing note	<p>Martyn Eustace <i>Two Sides</i></p>
17:30	Close	

Evening Event Sponsored by  FEDRIGONI	
18:00	Drinks reception and networking
18:50	Call to dinner
<p>Dinner Speaker – Simon Fox, CEO Reach Plc. Publishers of Daily Mirror, Daily Express, Sunday People, Daily record, Daily Star and OK!.</p>	
22:30	Carriages