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DISCOVER THE POWER OF PRINT

JOIN US AT THE 12TH POWER OF PRINT SEMINAR TO DISCOVER PRINT'S TREMENDOUS POWER TO BUILD BRANDS AND INFLUENCE OPINIONS.

- 10 INSPIRATIONAL SPEAKERS -
- INFORMATIVE DAY SEMINAR -
- GALA EVENING DINNER -

FOR SPEAKERS AND BOOKINGS VISIT:

WWW.POWEROFPRINT.INFO

1ST NOVEMBER 2022 - STATIONERS' HALL, LONDON



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09:20 - REGISTRATION AND REFRESHMENTS

09:55

WELCOME

JONATHAN TAME, TWO SIDES

10:00

INDUSTRY UPDATE

CHARLES JARROLD, BPIF

Charles will give a brief overview of the current economical, political and technological challenges facing the print industry.

10:15

DRIVING THE VISION FOR MAIL'S FUTURE

AMANDA GRIFFITHS, ROYAL MAIL

Marketreach is committed to Unleashing the Magic of Mail – as a product, as a medium, as a customer focused powerhouse and of course as a revenue creator. As the UK expert on the Power of Mail we work as a thought leader, industry influencer, creativity supporter, creator of new knowledge and advocate for Letters and D2D, ensuring mail in the UK is on the positive front foot positioned for a strong and effective future.

10:45

CHALLENGE ACCEPTED

BEN BRIGGS, JOIN THE DOTS

A cookie-less future. A multi-billion-pound digital ad industry. Rising print costs. Attribution challenges. Cost of living crisis. In housing. Skill gaps. These are just some of the challenges every marketer is facing in 2022. Some of them are making our jobs in the print industry harder, whilst on the other hand, print offers an effective solution.

11:15 - TEA BREAK AND NETWORKING

11:45

TRUST IS TANGIBLE: WHY THE DIGITAL AGE IS MAKING A PRINT MAGAZINE MORE VALUABLE THAN EVER BEFORE

SAJEEDA MERALI, PPA

Sajeeda is CEO for the PPA, Professional Publishers Association.

12:15

BRINGING DIGITAL DATA TO THE MAIL ADVERTISING INDUSTRY

ROWENA HUMBY, STARCOUNT

Rowena is CEO of Starcount, a data & insights agency with a mission to transform customer targeting for the marketing & advertising industry.

Digital advertising currently accounts for 60% of all media spend globally - but this is all about to change. In 2023, new legislation means digital targeting is being forced to change the way it operates, presenting a huge opportunity for mail to win back media spend with advertisers.

12:45 - LUNCH

14:00

HOW YOUR BUSINESS CAN HELP US SAVE OUR PLANET

PROFESSOR MARK MASLIN,
UNIVERSITY COLLEGE LONDON

With increasing media attention and public awareness, climate change is one of the most important challenges we face today. Mark Maslin will explain the fundamental facts and why governments are concerned and why they are taking real action. He will explain how your business can respond to this challenge and the new opportunities to help save our planet.

14:30

THE GLOBAL AND EUROPEAN ECONOMIC OUTLOOK: STAGNATION OR RECESSION?

ANDREA BOLTHO, OXFORD UNIVERSITY

Three shocks have hit the world economy in quick succession: first COVID, then inflation, now war. Inflation is virulent but may come down over time as demand is hit by falling purchasing power and rapidly rising interest rates. War is still with us and causing inflationary pressures through its effects on energy and food prices. The United States are at risk because of their sharp tightening of monetary policy. Europe is at risk because policy is also being tightened and the energy uncertainties created by the war. Recessions are not certain; low growth is.

15:00 - TEA BREAK AND NETWORKING

15:30

WHAT IS THE FUTURE OF SUSTAINABLE PACKAGING?

STEVE LISTER, HH GLOBAL

A look into the complex world of achieving & delivering sustainable packaging for global brands. What are the challenges around 'greenwashing' and 'Eco Labels' and how these are just serving to confuse customers. The opportunities to enhance sustainable printing of packaging instead of consigning it to landfill. To close, a view on what is the future of sustainable packaging.

16:05

IF YOU GO DOWN TO THE WOODS TODAY

JORI RINGMAN, CEPI

Forests – everyone has an opinion about forests. But once you dig into the data, you're sure of a big surprise! The presentation will serve key facts of the state of Europe's forest, how the stakeholders would like to manage forests and what the European paper industry is doing.

16:40

TWO SIDES AND LOVE PAPER CAMPAIGNS, CLOSING REMARKS

JONATHAN TAME, TWO SIDES

Jonathan will give a brief update on the recent success stories on the Two Sides and Love Paper Campaigns.