

Print Matters for the Future Conference

Hilton London Syon Park Hotel, Park Road, Brentford London, TW8 8JF
Friday 24 May 2019, 08:30-17:00

PROGRAMME

Thursday 23 May

19:30-21:00, Welcome Cocktail

Friday 24 May

08:30-17:30, Print Matters for the Future Conference

20:00-23:00, Conference Dinner

CONFERENCE AGENDA

08:30-09:00 **Welcome coffee**

09:00-09:15 **Conference Opening**

1. Cees Verweij, President of Intergraf
2. Michael Makin, President of the World Print & Communication Forum (WPCF)

09:15-09:45 **The UK Printing Industry**

Charles Jarrold, CEO of the British Printing Industries Federation (BPIF), UK

09:45-10:30 **The Power of Print in Multi-Platform Content Strategies**

Katherine Punch, UK

10:30-11:00 **Networking coffee break**

11:00-11:30 **Company Case Study**

Joost de Haas, Executive Director at Circle Media Group, The Netherlands

11:30-12:00 **The Influences on and Development of Paper and Pulp Prices**

Speaker tbc, Research Institute on Wood, Pulp and Paper (RISI)

12:00-12:30 **Paper Electronics**

Prof. R. Martins, University of Lisbon, Portugal

12:30-14:00 **Networking lunch**

14:00-14:30 Research in Print Media

Speaker tbc, Intergraf Student Award Winner

14:30-15:00 Advertising, E-Commerce and how Direct Mail Affects Consumers

Luke Lloyd, International Postal Corporation (IPC), Belgium

15:00-15:30 Online Print Markets and their Development

Bernd Zipper, zipcon consulting, Germany

15:30-15:45 Conference Closing

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