

SESSION 1 (09:30 - 11:30)

09:30

WELCOME

JONATHAN TAME, TWO SIDES

09:35

PRINT IN A POST PANDEMIC WORLD

CHARLES JARROLD, BPIF

Charles will use the latest BPIF research to provide an insight into how the sector is performing as the pandemic recedes, and the UK print sector adapts to a hybrid working world and a new trading relationship with the EU.

09:50

PRINT FOR THE DIGITAL AGE

SARAH BURNS, EDIT + KAREN PIERRE, RSPCA

The RSPCA consider printed media a crucial acquisition channel, including Door Drops, Partially Addressed Mail and Direct Mail. But ignoring the outdated view of printed media being old-fashioned and for the grey market only, the RSPCA have worked with Edit to reach younger audiences through adapting their targeting and increased digital integration including digital payment options, QR codes and Alexa response mechanisms.

10:15

TEA BREAK!

10:25

HOW IS DATA DRIVING THE EVOLUTION OF DIRECT MAIL IN A DIGITAL WORLD?

DANIEL DUNN, PAPERPLANES

Data has been described as the new oil of the 21st Century and yet, even today, far too little of it is used to inform direct mail strategy and provide high growth e-commerce companies with crystal clear ideas of attribution. Daniel Dunn, CEO and Co-Founder of Paperplanes, will run through how data and insights can be used to ensure digital marketers embrace an integrated marketing strategy, including print.

10:45

NEWSBRANDS: THE POWER OF PRINT IN A MULTIMEDIA WORLD

OWEN MEREDITH, NEWS MEDIA ASSOCIATION (NMA)

Owen will talk about effectiveness, reach and intrinsic value of print media, and how attention rich environments such as newspapers provide a uniquely powerful tool for story-telling, brand building and campaigns.

11:10

PANEL DISCUSSION AND Q+A

DARRYL DANIELLI, PRINTWEEK

Darryl will host a discussion with our morning speakers on the role of print within the mix and take questions from the audience.

SESSION 2 (14:00 - 16:00)

14:00

WELCOME BACK

JONATHAN TAME, TWO SIDES

14:05

THE GLOBAL AND EUROPEAN ECONOMIC OUTLOOK - A STRONG RECOVERY - WILL IT LAST?

ANDREA BOLTHO, OXFORD ECONOMICS

World growth is recovering. Widespread and increasingly successful vaccination campaigns should prevent renewed waves of infection. The major economic uncertainty surrounding the short-to-medium term future is the possibility of a revival of inflation. Hopefully, the present uptick in consumer prices reflects mainly temporary factors. Should bottlenecks and shortages, however, become more widespread, there is a risk that wage inflation could follow, leading, in turn, to tighter monetary policies. Even in this case, however, growth in 2022-23 should remain positive.

14:30

DISRUPTED CLIMATE, DISRUPTED ECONOMY, DISRUPTED LIVES

JONATHON PORRITT, FORUM FOR THE FUTURE

We're going into a time of radical disruption: either we do innovate our way through to an ultra-low-carbon economy, which will totally transform energy, transport, other sectors (including pulp, paper and print) and food; or we don't, in which case runaway climate change will disrupt just about everything, everywhere.

14:55

TEA BREAK!

15:05

SUSTAINABLE PIONEERS IN PRINT & PACKAGING

STEVE LISTER, STEVELISTER.COM

Pioneering companies are leading the way in sustainable print and packaging. Steve will show incredible examples of how global brands and retailers are now launching new, innovative, and sustainable packaging solutions, changing perceptions of what is sustainable packaging.

15:30

WHY CONSUMERS SHOULD LOVE PAPER

JONATHAN TAME, TWO SIDES

Research this year by Two Sides, reveals how Covid-19 has impacted on consumers preferences for reading and receiving bills and statements. Jonathan shares this insight and how, together as an industry, we must tell consumers why they should LOVE PAPER, and paper packaging, as a sustainable choice.

15:55

CLOSING THOUGHTS

JONATHAN TAME