



CONFERENCE PROGRAMME

Time	Speaker(s)	Session
8.45		Registration
9.30	Nick Jaspan Publisher, Prolific North	Welcome to VMC 2019
9.35	Roger Marsh OBE Chair of NP11 and Leeds LEP	The importance of Creative Digital Industries in the region
9.40	Andrew Pike UK & I Marketing Manager, HP Indigo & IHPS Jon Bailey CEO, ProCo	'Know Your She*t' There is a lost generation who do not understand the power of print. Andy and Jon will take you on an interactive journey to see the value of print in the modern world!
10.05	Olga Munroe Head of the Retail Institute at Leeds Beckett University	Shaping Preferable Futures with Futures & Foresight The Fourth Industrial Revolution is having an enormous impact on the world of retail. Consumers opt for the convenience of online shopping in preference to stores or malls, and the digital tools are making it easier for them to browse and compare prices, forcing businesses to continuously update and change their strategies to remain competitive. Olga discusses proactive approaches that can be taken using Future & Foresight. A technique used for exploration of future opportunities and challenges to ensure long term strategic growth.
10.30	Denise Turner Insight Director, Newsworks	Beyond the Masthead – Unlocking the Power of News Newsbrand audiences have never been bigger. With growth driven by innovation across digital channels, how do we ensure that newsbrands shine and thrive in a world where the industry is in danger of treating all digital as equal?
11.00		Coffee break
11.30	Chaired by Charles Jarrold CEO, BPIF Featuring: Michael Carroll Senior Packaging Specialist, Nestlé Sabine Geldermann Director, drupa Beatrice Klose Secretary General, Intergraf Prof. George Lodorfos Dean of Leeds Business School Rob Shaw CEO, Jaywing plc	The Euro Panel A unique opportunity for insight into the future of our industries in Europe in a world context. The panel will bring together informed opinion from the EU and around the world, Germany, Belgium, Pan-Europe, Australia and China. Be prepared for some challenging observations and revelations from our international experts. Are we truly innovative – how do we stack up with international competition? How do other parts of the world achieve sustainability? And we'll hear what the UK looks like from the other end of the telescope.

12.00	Nic Sheen Chief Digital Officer, Communis	<p>“What is digital transformation anyway?”</p> <p>Digital Transformation, Customer Experience, Multi-Channel Communications and Omni-Channel Journeys are just some of the buzzwords that float around in meetings today.</p> <p>As the largest Transactional Communications Provider in the UK, we try and understand such questions as, will one person ever own customer experience – if so who is it, what is the role of transactional communications, why do we still run campaigns and how do we deliver cost-savings whilst making stuff better for our customers.</p>
12.30	Lunch	
14.00	Joanna Stephenson Marketing Partner, Parkside Flexibles	<p>Delivering Unique Packaging</p> <p>Jo will talk about the significant developments Parkside has made as a leading provider in Europe and Asia of fully accredited home and industrially compostable packaging, focusing on brand case studies and their experience in delivering unique packaging design to market.</p>
14.30	Ewan Douglas Agency Principal, Channel 4	<p>Channel 4, Different With a Purpose</p> <p>Ahead of Channel 4 opening their new National HQ in Leeds we hear about their investment and the benefits this will bring to the region. As a broadcaster owned by viewers and funded by advertisers we explore how these advertisers partner with Channel 4 to build brands and sell products.</p>
15.00	Gillian Garside-Wight Packaging Technology Director, Sun Branding Solutions	<p>Things are changing, but is it enough...?</p> <p>Gillian will explore the pollution crisis and changing consumer behaviours, paying particular attention to the ever-growing convenience sector and how innovation plays its part. Consumers are pressed for time, spoilt for choice and always wanting more, with an increasing demand for healthier food options, whether at home, eating out, or on the go... Packaging needs to do more.</p>
15.30		<p>“Show me the money?”</p> <p>Elevator Pitch presentations to round off the conference showing how to find and make money in our industries.</p> <p>Damian Murphy Director of XR Stories and Professor of Audio and Music Technology, Department of Electronic Engineering, University of York</p> <p>One of nine newly launched Creative Industries Cluster Partnership investments across the UK with a long-term goal to establish Yorkshire as a UK centre of excellence in immersive and interactive screen storytelling. Damian will outline the aims of XR Stories and explain how the regional industry can engage with the project and the opportunities it offers.</p> <p>Stephanie Whitley Manager, Planning & Brand Strategy Dubit Limited</p> <p>The session sees the launch of Weave with a clear mission – to create the universal cryptocurrency for VR/AR markets and ‘Dubit Canvas’, a simple but powerful tool to seriously evaluate potential to monetise digital technology and creativity.</p> <p>Roddy Robertson Co-founder & Director, Framework Creative</p> <p>Framework Creative are the brand activation and immersive digital design arm of Elmwood, the world’s most effective brand design consultancy. This session will demonstrate the power of immersive technology to cut-through in an increasingly crowded world of content and influence consumer and employee behaviour.</p>
16.00	Robert McClements	What’s next?
16.05	Drinks and Networking sponsored by Pimento	