

# FAKE IT OR MAKE IT



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## CREATIVITY, COURAGE, CULTURE, COMMUNITIES

**James Sommerville**  
Founder of 'Known Unknown' former VP Global Design,  
The Coca-Cola Company

Flying in from Atlanta to VMC James will speak to his international experience both agency-side and client-side. Over 5 years he rebranded many iconic global beverages including all of the company's "billion dollar brands". With a blend of global success and Yorkshire realism he will share a unique perspective of what he now feels will differentiate companies and brands across the next decade, without having to fake it.

## THE ART OF SURVIVAL IN EXTREMES — FROM BUSINESS TO THE NORTH POLE

**Jonathan Geldart**  
Director General, Institute of Directors

Jonathan is an international speaker who will share his survival techniques, based on the vital importance of truth in leadership, in adventures from the board room to an arctic trek. We will also learn his vision for IoD in addressing the opportunities and challenges created by global trends and the emerging importance of Generation Alpha.

## AUGMENTING HUMAN INTELLIGENCE — COMMUNIS AI

**Adrian Odds**  
Director of Strategy &  
Market Propositions, Communis

Adrian will bring to life a way to use Artificial Intelligence to cut through the noise ensuring that customer's cases are handled in the right way. What factors really contribute to great customer experience and a higher NPS (Net Promoter Score)? This is a management tool that can be used to gauge the loyalty of a firm's customer relationships. It serves as an alternative to traditional customer satisfaction research and is claimed to be correlated with revenue growth. Customers want to complete their missions in as simple and convenient a way as possible – so could we focus on doing that really, really well?

## BEHAVIOUR AND “TRUTH”

**Professor Peter Grindrod CBE**  
Mathematical Institute, University of Oxford

Every day we are bombarded - by the news, social media and every other emerging medium. From a terrorist attack to a product recommendation by a blogger or influencer. Thus we observe behaviour (events, transactions, expressions) and we must infer or construct “the truth”. We design many algorithms to distil “truth” from both observations and our subjective experience and expectations - in almost all cases we find truth is malleable, subjective, and time dependent. None of these consequences is surprising in retrospect – companies need more radical mindsets.

## PRINT AND PAPER — MYTHS AND FACTS

**Jonathan Tame**  
Managing Director, Two Sides

From “European forests are shrinking” to “Electronic communication is more environmentally friendly than paper-based communication” Jonathan will bust popular myths about print and paper!

Whilst print is often preferred above other mediums and is highly effective for organisations building and strengthening their brands, print, paper and paper packaging has an image problem. Companies and even governments are telling customers and consumers that print is bad for the environment, encouraging them to move on-line. Recent global research by Two Sides shows the extent of this misunderstanding, that paper and print causes deforestation, is a wasteful product and is not well recycled. The reality is that paper and paper packaging, made from trees, is a natural, renewable and recyclable material and is the sustainable communication and packaging of choice.

## MAKE IT, OR...

**Andy Pike**  
UK Marketing Manager | HP Indigo Digital Press and  
HP PageWide Web Press | HP Graphic Solutions  
Business. HP unveiling ways to prevent counterfeiting.  
Revolutionary use of Printing methods and inks with.

## FAKE IT

**Jon Bailey**  
CEO ProCo – sure to entertain with an interactive opening session with the audience and more amazing printing. ProCo was shortlisted as Print Company of the Year 2019 and Jon was awarded the BPIF's 'Outstanding Contribution to the Industry' 2019.

## DRUPA 2020

**Director Sabine Geldermann**

Every 4 years the print and communications world gathers in Düsseldorf with 260,000 visitors from 183 countries. 1,828 exhibitors from 54 countries. Led by Sabine the drupa team will be at this year's VMC in Leeds on the 7th April. This is a great opportunity to hear more about all of the exciting activities that will take place at drupa 2020. “Embrace the Future” has new positioning and focus on tomorrow's topics with huge potential for growth – such as 3D-printing, functional printing, and packaging printing. Whether for publication, advertising, packaging or industrial applications, drupa offers the appropriate solutions for all application areas and enables new areas of business and business ideas.

## STOP PRESS

**VMC 2020 WILL HOST THE UK  
PRESS LAUNCH OF DRUPA 2020**

## INTERGRAF - THE EUROPEAN FEDERATION FOR PRINT & DIGITAL COMMUNICATION

Beatrice Klose, Secretary General

We may no longer be a part of the EU but we are still a part of Intergraf the Brussels-based network of 20 European/Scandinavian country's trade associations working to promote and protect the interests of the printing and related industries, and to enhance the sector's competitiveness and image through advocacy, information sharing, networking, social dialogue and EU projects.

Beatrice will be on hand with the international Intergraf Steering Group to offer a perspective on the industry across borders. The steering group is made up of UK (Dale Wallis, BPIF Membership Director) as Chairman, Germany, Denmark, France, Netherlands, Portugal, Italy, Hungary, Belgium.

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## WHAT IS THE TRUTH ABOUT SUSTAINABLE BUSINESS?

Professor George Lodorfos  
Dean of Leeds Business School

George is a senior academic and has over twelve years of academic and practical experience in the areas of entrepreneurship, strategic management, research and development and adoption of new technologies and innovation. He has also conducted extensive research and enterprise work in factors that may affect the sustainable development of businesses.

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### SHOWCASE

VMC 2020 is proud to be providing opportunities to see the ground-breaking work of new technologies in communication and engaging with the future generation that is shaping our industry:

- University of Leeds - Centre for Immersive Technology, VR AR. Future Fashion Factory – sensory stimulation in Virtual Reality
- Leeds Arts University – a competition to design VMC 2021 branding in conjunction with Jaywing.
- Backstage Academy, who brought the amazing LED wall to VMC 2019, the academic arm of Brilliant Stages recently acquired by Tait Towers the World Market Leader in designing, constructing and delivering the finest live event solutions in the world.