

LIVE SESSIONS

21-23 SEPTEMBER

Thank you for joining us for VMC 2021. This year we are pleased to welcome you back to VMC virtually with a linear conference on the 21 - 23 September, providing a hybrid programme of live-streamed and virtual events.

The three days will take you on a journey, exploring key topics around sustainability and innovation, including the arguments for why and how to innovate and stay sustainable, and what this could mean for your business as well as the environment.

For further topic details, take a look at our content guide below of live sessions that have been scheduled for the three days, from international panel discussions, keynote presentations and virtual demonstrations of the latest technology driving sustainability and innovation.

TUESDAY 21 SEPTEMBER	WHAT IS SUSTAINABILITY?
12.00 – 12.45	Virtual Networking / Login to Hopin Platform
13.00 – 13.30	VMC 2021 Welcome – Robert McClements, President CDI, Curator VMC and Sir Roger Marsh OBE DL, Chair Leeds LEP, NP11
13.45 – 14.15	Sustainability Panel – Darryl Danielli, Editor and Publisher, Printweek, Stephen Knight, Founder, Pimento, Jon Bailey, Chief Operating Officer, Precision Proco, Debbie Waldron-Hoines, Co-Founder, Women in Packaging
14.30 – 15.00	Gatherings', meetings of the future – now in virtual worlds – Andrew Hawken, Co-Founder, Mesmerise
15.00 – 15.15	BREAK
15.15 – 15.45	How did we get here? – Frank Romano, RIT Professor Emeritus and President, Museum of Printing, Massachusetts
16.00 – 16.30	Sustainability in Retail – The story of the ASDA Middleton store – Rob Sindermann, Senior Director for Design, ASDA
16.45 – 17.15	Behaviour and Truth – Peter Grindrod CBE, Professor of Mathematics, University of Oxford
17.15 – 17.30	Summary and day wrap up – Robert McClements, President, CDI, Curator VMC

WEDNESDAY 22 SEPTEMBER	EVOLUTION OF TECH FOR SUSTAINABILITY - HOW THE CREATIVE INDUSTRY HAS INNOVATED
09.00 – 09.15	Virtual Networking / Login to Hopin Platform
09.15 – 09.30	Day's Intro – Charles Jarrold, CEO, BPIF
09.30 – 10.00	Sustainability Drivers in Automotive Technology – Shay Moradi, VP of Innovation and Experiential Technology, Vital Auto
10.15 – 10.45	The Power of Print Finishes in the Sustainable Age – Steve Middleton, Sales Director, Celloglas in partnership with The Retail Institute
11.00 – 11.45	Creating an environmental & social impact business that is about measurable actions not words – Stephen Knight, Founder, Pimento, David Pickles, Co-Founder and Head of Marketing, DUGUUD, Mark Palmer, Founder, Maverick Planet Limited
11.45 – 12.00	BREAK
12.00 – 12.30	Make It Count: Maximising ROI from Print in the Marketing Mix – Mathew Faulkner, Head of Marketing, Canon Europe Marketing Team
12.45 – 13.15	Communicating sustainability – engaging customers, clients and colleagues, Liza Freudmann, Director, BLA
13.15 – 14.00	LUNCH
14.00 – 14.30	Navigating the New Road of Lead Generation – Deborah Corn, Intergalactic Ambassador to the Printerverse
14.45 – 15.15	Future of Live Events & XR – Jim Farmery, Development Director, XPLOR
15.30 – 16.00	Innovation vs. Disruption – Morten Reitoft, Editor In Chief, INKISH TV
16.15 – 16.45	Intergraf International Panel – Charles Jarrold, CEO, BPIF, Sabine Geldermann, Director & Global Head Print Technologies, drupa, Beatrice Klose, Secretary General, Intergraf, Ford Bowers, CEO, PRINTING United Alliance
16.45 – 17.00	Summary and day wrap up – Charles Jarrold, CEO, BPIF
17.00 – 18.00	Virtual Networking and Drinks

THURSDAY 23 SEPTEMBER	ENVIRONMENTAL SUSTAINABILITY THROUGH INNOVATION
09.00 – 09.15	Virtual Networking / Login to Hopin Platform
09.15 – 09.25	Day's Intro – Amy Hutchinson, CEO, BOSS
09.25 – 10.10	Panel session: Environmental Disclosure, what's around the corner? Chaired by Martin Eames, Chair BOSS Single use Plastics Forum PANEL: Russel Hodson, CSR Director, Complete, Romy Kenyon, 3M EMEA Sustainability Manager, Jo Pybus, Essity, Sustainability and Public Affairs Manager, Julie Hadley, CSR & Social Value Manager, Banner
10.25 – 11.05	Transitioning from a compliance approach to an impact orientation. How do businesses embed sustainability and innovation in all they do – Romy Kenyon, EMEA Sustainability Manager, 3M
11.20 – 11.50	How to innovate in an ever changing world – Stefan Casey, Innovation Lead for Packaging, Nestlé
12.00 – 12.30	BREAK OUTS: Option 1: Canon Live Technology Demonstration Option 2: Lifting the Lid off LinkedIn! – Nigel Cliffe, Value Exchange
12.30 – 13.00	LUNCH
13.00 – 13.40	Telling your sustainability story. How to communicate sustainability performance to key stakeholders – Jo Pybus, Sustainability and Public Affairs Manager, Essity
13.55 – 14.30	Standing for a new era of opportunity – Poppy London, Environmental Sustainability and Compliance Specialist, HP
14.45 – 15.15	Ethical Sustainability – transforming a potential threat into serious profitability – Oliver Cock, Director of Corporate Responsibility, Communisis
15.25 – 15.55	PANEL: Gareth Ward, Editor, Print Business, Jonathan Tame, Managing Director, Two Sides, Rachel Aldighieri, Managing Director, DMA
16.05 – 16.35	Include everyone but innovate... What does that even mean? – Guy Utley, Founder and Creative Director, TALL Agency, Andrew Larking, Head of Design, Vanquis Bank
16.50 – 17.20	Virtual Realities: Presence, Performance and Story Worlds – David Gochfeld, Creative Director, XR Stories
17.20 – 17.30	Close and wrap up – Robert McClements, President CDI, Curator of VMC

In addition to all the live content available, there will be a variety of pre-recorded topics that are available for you to watch at your convenience through our exhibition channels.



Visit the VMC Hopin Platform to find out more details on all of the live and pre-recorded topics using our VMC QR code now.

Or visit: hopin.com/events/visual-media-conference-sustainability-through-innovation

We look forward to seeing you there!



timings and schedule are correct at time of printing