

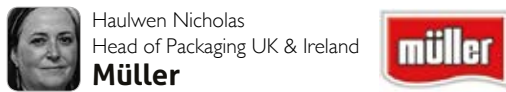
# PACKAGING

3.12.15 **TREND-LED INNOVATIONS** London

www.packaginginnovationsconference.com

# Harnessing The Latest Behavioural, Technological & Material Trends To Deliver Stand-Out, Consumer-Led, Innovative Packaging

Book Before 20th August & Save £150



Haulwen Nicholas  
Head of Packaging UK & Ireland  
**Müller**



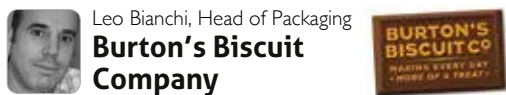
Clare Negus, Design  
Leader - Johnnie Walker  
**DIAGEO**



Kate Shaw  
Creative Director  
**Crabtree & Evelyn**  
LONDON



Kevin Vyse  
Packaging & Innovation Manager  
**M&S**  
EST. 1884



Leo Bianchi, Head of Packaging  
**Burton's Biscuit Company**



Iain Ferguson  
Environment Manager  
**The Co-operative**



David Tonkin, Packaging  
Development Manager, **2**  
**Sisters Food Group**



Clover Abbott, Strategic  
Packaging Innovation Manager  
**Weetabix**

**1 Unlock Consumer Trends & Behaviours For Stand-Out Design:** What's next? Get ahead of the curve and design packaging concepts based on consumer behaviours, needs and habits



Torkel Bergengren  
Packaging Development  
& Innovation Manager  
**Arla Foods**



David McGowan  
Operations Director  
**Zeo**



Julie Pender, Global Marketing  
Manager, Grant's Whiskey  
**William Grant & Sons**  
Distillers Ltd

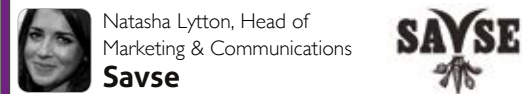
**2 Harnessing New Material Innovations & Concepts:** Break the mould – what's driving innovation, reducing usage, appealing to consumers and driving down costs?



Alex Grogan  
MD & Co-Founder  
**ManCave Grooming**



Paul Kinder  
Co-Founder & Partner  
**Rhythm Health Ltd**

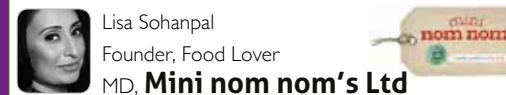


Natasha Lytton, Head of  
Marketing & Communications  
**SAYSE**

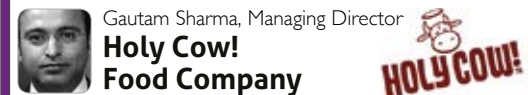
**3 Stand Out With Exciting, Attention-Grabbing Branding:** Improve visibility and stand out on the shelf and add the WOW factor to your brand

### Brand-Led, Trends & Innovation Focus

- 10 Brand-Led Case Studies
- 8 Consumer Trend Panel Speakers
- Brand-Led Q&A
- 4 Informal Lunchtime Discussions:
  - Regulation Update
  - Luxury Packaging
  - What's Next?
  - Food & Packaging
- Interactive Voting
- Networking Area



Lisa Sohanpal  
Founder, Food Lover  
MD, **Mini nom nom's Ltd**



Gautam Sharma, Managing Director  
**Holy Cow!**  
Food Company

**4 Cutting-Edge Packaging Technologies:** Have you missed a trick? The concepts, trends and innovations which everyone will be looking to adopt, harness and scale up



Polly Marr  
Managing Director  
**THE ICE CO<sup>o</sup>**  
SINCE 1888



Alastair Jessel  
Managing Director  
**Taywell Ice Creams**

**5 Functional, Robust Packaging Structures & Concepts:** Developing fit-for-purpose, ergonomic and functional packaging designs which unlock new usage opportunities and showcase products and brands



Antoinette Devine, Manager:  
Packaging Sustainability & Innovation  
**SABMiller plc**



Jeanette Edwards  
Courvoisier Brand  
Director  
**Beam SUNTORY**

**6 Developing Shelf-Ready, Next-Level NPD:** Packaging design which enables quicker, more commercially-successful new product development and launches from market trends, concepts and innovations

**7 Encouraging Sustainability & Recyclability:** How can we introduce more sustainable elements into our packaging, reduce waste and encourage consumers to recycle?

**8 International Market Sourcing, Innovations & Concepts:** What works where and how can we source it? The styles, formats, designs and supply chains from across the globe creating commercial success

+44 (0)20 3479 2299

info@packaginginnovationsconference.com

Organised by:



www.packaginginnovationsconference.com

08.30 Registration & Coffee, Objectives Setting  
 09.00 Morning Chairman's Opening Remarks

## CONSUMER TRENDS

### 09.10 Harnessing The Latest Insights Into Consumer Trends & Behaviours To Create Inspiring, Exciting & On-Trend Packaging Concepts

- What's next? Getting ahead of the curve to design packaging concepts which are relevant to current and future consumer behaviours and needs
- What are the packaging concepts and formats which are proving to be popular and consistently elicit a positive reaction amongst consumers and retailers?
- Where will the industry be in 5-10 years? A look to standing out on the digital shelf and adapting our packaging to how consumers are changing the way they shop
- Designing packaging around new usage occasions and revitalising products and brands based on the latest trends

Haulwen Nicholas, Head of Packaging UK & Ireland  
**Müller**



Kate Shaw, Creative Director  
**Crabtree & Evelyn**



Leo Bianchi, Head of Packaging  
**Burton's Biscuit Company**



Alastair Jessel, Managing Director  
**Taywell Ice Creams**



David Tonkin, Packaging Development Manager  
**2 Sisters Food Group**



Gautam Sharma, Managing Director  
**Holy Cow! Food Company**



Polly Marr, Managing Director  
**Ice Co Ltd**



Beauty

PANEL DISCUSSION

## MATERIAL TRENDS & INNOVATIONS

### 09.45 The Latest Material Innovations Shaping The Future Of Packaging, Reducing Costs & Improving Functionality: The Drivers, Innovators & Concepts

- What's new and upcoming on the market? A look to the material innovations which add to product appeal as well as maintain food safety whilst reducing costs
- Break the mould – what's driving long-term material innovation acceptable to consumers and replacing the staple, go-to materials?
- From substrates to light weighting, what can we do next to reduce material usage and ensure durability without prohibitive costs?

Retailer

Kevin Vyse, Packaging & Innovation Manager  
**Marks & Spencer**



### 10.10 Bonus Session; Reserved For Exclusive Partner Speaker

10.30 Refreshment Break With Informal, Facilitated Networking

### 11.00 Creating Stand-Out, Innovative Packaging Branding Which Captures Attention, Excites Consumers & Makes Products More Appealing

PACKAGING DESIGN: BRANDING

DOUBLE PERSPECTIVE

- How can we be cleverer with our design techniques? Advice on building in subtle design cues which give greater stand out on the shelf
- What works best in improving consumer visibility? From graphics to fonts and colours: convey a stronger brand, avoid poor stand out and distinguish yourself from the crowd
- The pros and cons of digital vs. traditional print – how versatile is the capability now and what are the benefits and shortcomings for different types of packaging?
- What has the impact of online shopping had on decoration and branding? The lessons learned on adapting for online

Marketing

11.00 Clare Negus, Design Leader – Johnnie Walker  
**Diageo plc**

1



11.25 Lisa Sohanpal, Founder Food Lover & MD  
**Mini nom nom's Ltd**

2



## TECHNOLOGY INNOVATIONS

### 11.50 Adopting Packaging Technologies Which Bring Extra Value To The Customer & Position Your Brand At The Cutting Edge

- The value of short-term vs. long-term technology innovation in packaging; advice on positioning your brand to constantly innovate whilst ensuring any technology adoption adds value
- Have you missed a trick? The concepts, trends, new ideas and innovations which everyone will be looking to next; from wearable technology to automatic ordering, to 3D printing to nanotechnology to interactive packaging
- After innovation – the lesson's learned in scaling up and changing capability to fully harness and adopt innovations and novel technologies for products and brands

Speaker To Be Announced; Please Check The Website For Details

12.15 Lunch & Informal Networking For Delegates, Partners & Speakers

### 12.55 Informal Roundtable Discussions & Peer Brainstorming (20 mins during lunch)



A

#### Luxury Packaging

B

#### Regulation Update

C

#### What's Next For Packaging Innovation?

Clover Abbott, Strategic Packaging Innovation Manager  
**Weetabix**



D

#### The Food & Packaging Relationship

Paul Kinder, Co-Founder & Partner  
**Rhythm Health Ltd**



"Thought provoking."  
 Burton's Biscuit Company

Book Before 20th August & Save £150



# 20 Brand Leaders On Delivering Tomorrow's Stand-Out, Consumer-Led Innovations & Trends In Packaging Concepts & Designs

13.15 Afternoon Chairman's Opening Remarks

13.20 **Crafting Functional, Robust Packaging Formats & Concepts Which Best Showcase Products & Brands On The Shelf**

DOUBLE PERSPECTIVE

- Developing fit for purpose, ergonomic and functional packaging structures: the lessons learned on putting together an enduring packaging structure from the design stage
- Utilising the latest design techniques and innovations to provide new usage opportunities for products and brands. Plus, what other problems can innovative design solve?
- How can we collaborate better with industry partners to design and execute different packaging formats which meet industry criteria and food safety standards whilst remaining innovative?

13.20 Alex Grogan MD & Co-Founder

1



**ManCave Grooming**

13.45 Torkel Bergengren Packaging Development & Innovation Manager

2



**Arla Foods**

PACKAGING DESIGN: STRUCTURE

Beauty

European

## Can you help companies deliver stand-out, innovative packaging?

For more information on how to get involved, please call +44(0)20 3479 2299 or email [partner@packaginginnovationsconference.com](mailto:partner@packaginginnovationsconference.com)

**Book An Exhibition Stand + 2 Delegate Passes Before 20th August 2015 For Only £1,950 (SAVE £550)**



**Programme Alterations:** Conferences are organised many months in advance of the conference itself and sometimes we may need to make substitutions, alterations or cancellations of the speakers and/or topics. Whilst we make every effort to find a direct replacement if a speaker cancels, sometimes this is not always possible within the timeframes we are given. Any substitutions or alterations will be regularly updated on the conference website.

## NPD CASE STUDY

TRIPLE PERSPECTIVE

14.10 **Designing & Developing Attention-Grabbing Packaging Concepts & Innovations In The World Of NPD**

- What were the concepts, trends and innovations in the market which informed the packaging design proposition?
- The ins and outs of reducing the time to launch and being shelf-ready more quickly, what partnerships can you leverage and how can packaging work with customers and consumers better?
- Looking to the future, what should we be paying attention to next when it comes to devising packaging ideas for new products?

14.10 1 Natasha Lytton Head of Marketing & Communications

Marketing



**Savse**

14.30 2 Julie Pender, Global Marketing Manager, Grant's Whisky

Marketing



**William Grant & Sons Distillers Ltd**

14.50 3 Antoinette Devine Manager Packaging Sustainability & Innovation

Marketing



**SABMiller plc**

## MARKETING & PACKAGING

15.10 **Delivering Stand-Out, Appealing & Innovative Packaging For Brands: The Marketing Perspective**

In this brand-led case study, hear how senior stakeholders bring the vision of stand-out packaging to life – all from the marketing perspective from design to shop floor.

Marketing

CASE STUDY

Jeanette Edwards Courvoisier Brand Director



**Beam Suntory**

15.30 Refreshment Break With Informal, Facilitated Networking

16.00 **Bonus Session; Reserved For Exclusive Partner Speaker**

## SUSTAINABILITY & RECYCLING

16.20 **What's Next In Creating More Recyclable Products & Encouraging Customers To Be More Sustainable With Packaging Waste?**

- How can we introduce more recyclable elements into our packaging and what are the innovations and materials we can use to achieve this today?
- Beyond establishing 'green credentials' and sustainability as an afterthought – what do customers understand about sustainability?
- Thoughts on achieving a 'closed loop' when it comes to recycling and the lessons learned on reducing packaging waste from abroad, seasonal products and day-to-day

Retailer

Iain Ferguson Environment Manager



**The Co-operative**



16.45 **Producing Different Packaging Concepts & Sourcing Materials On A Global Level: What Works & How Can We Better Operate In Different Markets?**

Supply Chain

- Which markets are doing better than others and what are the successful concepts? A look to the styles, formats and designs creating commercial success built on global trends
- Material sourcing: advice on ensuring consistency between factories and disparate locations in the packaging supply chain
- What should you look out for when it comes to ensuring the same standards in packaging quality, lead times and capability in different markets?

David McGowan Operations Director



**Zeo**



17.00 Chairman's Closing Remarks & Official Close Of Conference

*Valuable sessions with some great speakers giving me ideas to execute in my company."*

Britvic Soft Drinks

**Book 4 Delegates For The Price Of 3 Or Send 3 & Get Your 3rd Place Half Price!**

# 5 Easy Ways To Register

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-  Phone +44 (0)20 3479 2299
-  Fax this booking form to +44 (0)20 7117 1777
-  Post this booking form to Global Insight Conferences, 5-11 Lavington Street, London, SE1 0NZ
-  Email [bookings@packaginginnovationsconference.com](mailto:bookings@packaginginnovationsconference.com)

Please choose your pricing option based on the main function of the company, rather than the individual.

PRICE	Book Before 20th August 2015	Book Before 24th September 2015	Book After 24th September 2015
<b>One-Day Conference Only</b>			
Inhouse/ Brand	<input type="checkbox"/> £449 + VAT <b>SAVE £150</b>	<input type="checkbox"/> £499 + VAT <b>SAVE £100</b>	<input type="checkbox"/> £599 + VAT
All Other Companies	<input type="checkbox"/> £649 + VAT <b>SAVE £150</b>	<input type="checkbox"/> £699 + VAT <b>SAVE £100</b>	<input type="checkbox"/> £799 + VAT
Exhibition Stand + 2 Delegate Places	<input type="checkbox"/> £1950 + VAT <b>SAVE £550</b>	<input type="checkbox"/> £1999 + VAT <b>SAVE £500</b>	<input type="checkbox"/> £2499 + VAT
<b>Group Discounts:</b> 4 delegates for the price of 3. Or send 3 and get your third place half price! (This applies to brands only, not agencies and suppliers and cannot be used in conjunction with any other discounts, including earlybird offers.)			

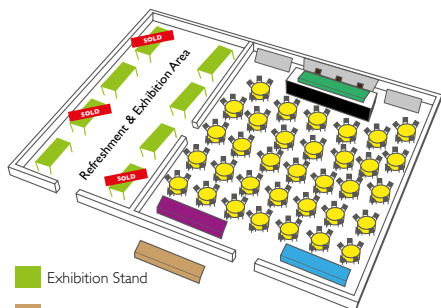
Please send me further information about partnering.

- Speaker notes available to download one week after the conference, subject to speaker disclosure.
- Only one discount can be used per registration. • Please note VAT will be charged at 20%.

**Unable To Attend?** You can still get access to the speaker presentations for £199. These are subject to speaker disclosure and will be released one week after the conference. These will be made available to you to download once we have received full payment.

*"An interesting and informative day."*

Vita Coco



**Book An Exhibition Stand + 2 Delegate Passes Before 20th August 2015 For Only £1,950 (SAVE £550)**

-  'Meet The Speakers' Area
-  Peer-to-Peer Experience Exchanges
-  Exhibition Stand
-  Packaging Innovations Conference Helpdesk

## REGISTRATION FORM

Brochure Code: PDF1

A One-Day, Brand-Led Conference & Networking Event, **3rd December 2015**, Museum of London Docklands, Central London



**ATTENDEE DETAILS:** Please complete in capitals. Please photocopy for multiple bookings.

Forename (Mr/Ms/Mrs/Miss/Dr) \_\_\_\_\_ How did you hear about the conference? \_\_\_\_\_  
 Surname \_\_\_\_\_ (Brochure code, email, advert etc)  
 Job Title \_\_\_\_\_ Accounts Department: \_\_\_\_\_  
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 Fax \_\_\_\_\_ Head of Department Email \_\_\_\_\_  
 Address \_\_\_\_\_ Booking Contact Name \_\_\_\_\_  
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 Postcode \_\_\_\_\_ Country \_\_\_\_\_

Main function of your company (retailer; brand, consultancy, agency, manufacturer etc): \_\_\_\_\_

\*Please sign here to confirm you agree with the terms and conditions: \_\_\_\_\_

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