

E.N.G.'s 10th annual senior executive summit

PACKAGING DESIGN AND INNOVATION

11 & 12 March 2014 The InterContinental Hotel, Madrid

Blending the best of creativity and consumer driven design

In a constantly evolving battle for attention on physical and online shelves, product packaging in 2014 has to stand out, convey a story and connect with consumer values all within an ever shrinking window of time.

Join us in Madrid for our 10th international annual event that combines the key elements of design, creative management, as well as material and innovation strategy. This approach offers a unique platform where the world's leading brands and agencies will come together for two days of stimulating content and discover the newest creative ideas and applicable packaging innovations.

Be a part of this event and explore thought provoking case studies such as:

- Coca-Cola's experience with their personalisation of packaging
- Adidas' translation of the visual language of FIFA's 2014 World Cup™ into product packaging
- Heineken's strategy to create consumer engagement and excitement by means of packaging design
- How Colgate Palmolive delivers projects on time and in budget with supply chain optimisation

With leading senior executive speakers including

Emiddio Schioppa
Senior Packaging Engineer



COLGATE-PALMOLIVE

Anagnosti Choukalas
Head of Sustainability



APIVITA

Tatiana Ryfer
Branding & Packaging Design
Manager



Till Schütte
European Head of Design, Graphics
Production & Digital Asset
Management



Peter Willer
Creative Director



Els Dijkhuizen
Concept Development Manager



Daniel Felke
Project Manager Brand Design &
Events



Ana Isabel Terres Hernandez
Group Packaging Manager



Ross Taylor
Senior Designer Research &
Development



Good Food, Good Life

Jon Wilde
Global Packaging Sustainability
Manager



Marie-Laure Susset, Brand &
External Communications Leader
Europe
Olivier Dangmann, Innovation
Manager Europe



Ari-Pekka Määttänen
Vice President Operational
Excellence



Herve Turpaut
Vice President Europe



Tom Domen
Innovation Manager



Dr. Shira Rosen
Packaging Development Manager



Horst Bittermann
Head of Marketing



Wim Wouters
Creative Director, Blue Lab -
DS Smith



Ronald de Vlam
Chief Executive Officer & Global
Managing Partner



Borja Borrero
Executive Creative Director, EMEA
& Latin America



Elseline Ploem
Account Director



Janwillem Bouwknegt
Partner

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Registration

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Featured Design Agencies

Interbrand

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08:00 Registration and welcome coffee

**08:30 Opening remarks from E.N.G. and the Chairperson Borja Borrero, Executive Creative Director, EMEA & Latin America
INTERBRAND**

09:00 Strategic session

Social change and its impact on packaging strategy

- ▶ Private label evolution: how to be legitimate and desirable in a highly competitive market
- ▶ Fulfilling the customer's needs by adapting package design to social demands
- ▶ Eco conception: How to minimize the impacts of packaging
- ▶ Meeting the consumers demand for 2nd life packaging

**Tatiana Ryfer, Branding & Packaging Design Manager
CARREFOUR**

09:45 Strategic session

Delivering projects on time and within budget through careful supply chain optimisation

- ▶ Using a holistic approach in the ideation phase to see the bigger picture
- ▶ Knowing which portions of your project should be handled internally vs. externally
- ▶ Choosing the right partners to execute a vision and ensuring that all partners work together

**Emiddio Schioppa, Senior Packaging Engineer
COLGATE PALMOLIVE**

10:30 Networking coffee break

11:00 Partner presentation

View on future trends and packaging value chain developments for brand owners, retail and end consumers

- ▶ Key issues in packaging for brand owners and retail
- ▶ Opportunities for brand owners and retail with packaging solutions
- ▶ Expected implications for the packaging industry in 2016 and beyond, in particular for the food, beverage and electronics segments

**Ari-Pekka Määttänen, Vice President Operational Excellence
STORA ENSO**

11:30 Strategic session

From mass production to mass customisation: current and future implications of personalised packaging

- ▶ Creating true consumer engagement with personalised packaging
- ▶ Drive owned and earned media share through personalisation
- ▶ How does print production and digital printing functionalities close the gap with 360 degree customer experiences

**Till Schütte, European Head of Design, Graphics Production & Digital Asset Management
COCA-COLA COMPANY**

12:15 Partner presentation

Driving growth through glass packaging innovation

- ▶ Creating customised brand experiences and packaging differentiation
- ▶ Driving shelf impact and appeal to consumers
- ▶ Overview of Helix (the unexpected twist) and O-I glass packaging innovation

**Marie-Laure Susset, Brand & External Communications Leader Europe
Olivier Dangmann, Innovation Manager Europe
O-I**

12:45 Networking lunch

14:00 Partner track

Innovative cartonboard solutions facilitate the journey towards sustainable packaging

- ▶ Cartonboard – most sustainable and best-selling option
- ▶ Innovations to add features to cartonboard for a real step change
- ▶ Digital meets cartonboard printing

**Horst Bitterman, Head of Marketing
MAYR-MELNHOF KARTON**

14:15 Panel discussion

Less is more: Innovative methods in packaging reduction and sustainability

- ▶ The latest options for more sustainable materials in package production
- ▶ Light weighting whilst maintaining structural integrity: Where are the opportunities?
- ▶ Can limited edition packaging ever be sustainable?
- ▶ Promoting effective communication with designers on material selection

**Facilitator: Horst Bittermann, Head of Marketing
MAYR-MELNHOF KARTON**

**Panellists: Tom Domen, Innovation Manager
ECOVER**

**Till Schütte, European Head of Design, Graphics Production & Digital Asset Management
COCA-COLA COMPANY**

**Anagnosti Choukalas, Head of Sustainability
APIVITA**

**Jon Wilde, Global Packaging Sustainability Manager
SAB MILLER**

15:15 Networking coffee break

15:45 Sustainable design trend snapshot

Pushing the boundaries of sustainability with Ecover's ocean recovered plastic programme

**Tom Domen, Innovation Manager
ECOVER**

16:05 Sustainable design trend snapshot

Integrating sustainable packaging in a 'natural' cosmetics profile

**Anagnosti Choukalas, Head of Sustainability
APIVITA**

16:25 Partner track

Uncovering the marketing blind spot

- ▶ How can your consumer and retail solutions be integrated and give you an overall cost optimisation?
- ▶ How can your retail strategy make you stand out from the crowd and increase sales?

**Wim Wouters, Creative Director
BLUE LAB - DS SMITH**

16:45 Case study

The Adidas 2014 World Cup journey: From visual identity to packaging

- ▶ Design research and creation of the Adidas visual language for the FIFA 2014 World Cup™
- ▶ Choosing new partners for inspiration and collaboration on packaging and design
- ▶ Translating the Adidas visual language of the FIFA 2014 World Cup™ into the packaging
- ▶ Challenges faced in this global project: Adapting to on-going changes, multiple supplier locations and coordination
- ▶ Make the package an event within the event

**Daniel Felke, Project Manager Brand Design & Events
ADIDAS**

17:30 Closing remarks from the Chairperson

20:00 Networking dinner at La Penela

08:15 Registration and welcome coffee

**08:30 Opening remarks from E.N.G. and the Chairperson
Ronald de Vlam, Chief Executive Officer & Global
Managing Partner
WEBB DEVLAM**

09:00 Strategic session

Exploring the packaging challenges when entering emerging markets

- ▶ Current consumer trends outside Europe
- ▶ Utilising social media via packaging links to drive brand awareness as you develop your market
- ▶ Making cultural differences work for you and your brand: Using obstacles as opportunities

**Ana Isabel Terres Hernandez, Group Packaging
Manager
DIA**

09:45 Case study

Making things easy: Customer-centred convenience packaging

- ▶ Usability in packaging: The latest developments in user-centred design
- ▶ Making products easier to open and close as a design driver
- ▶ Re-sealable packaging and new closure technologies to prolong product freshness
- ▶ Creating customer experiences with simple, convenient designs

**Ross Taylor, Senior Designer Research &
Development
NESTLE**

10:30 Networking coffee break

11:00 Innovation case study

Thinking from the box to create innovative boxes

- ▶ Implementing creative techniques to generate innovative ideas
- ▶ Turning innovative ideas to successful results
- ▶ Show case of a successful packaging

**Dr. Shira Rosen, Packaging Development Manager
STRAUSS GROUP**

11:45 Partner presentation

Measuring the success and impact of your packaging

- ▶ Best methods for evaluation in pre-launch phases
- ▶ Careful modifying of products based upon ongoing insights
- ▶ Asking the right questions at and post launch
- ▶ The tools and KPIs that should drive your decisions

**Herve Turpault, Vice President Europe
PERCEPTION RESEARCH SERVICES**

12:15 Case study

Design At Heineken – How we use packaging design to reach our target audience

Heineken's three pillar global design strategy:

- ▶ The fundament: design of our core packaging and merchandise range
- ▶ Activation platforms: how to create consumer engagement and excitement by means of packaging design
 - ▶ Limited editions and customized promotions: successes and challenges
- ▶ Design beyond beer: how to leverage the power of design to the max
 - ▶ What a beer brand can do beyond beer

**Els Dijkhuizen, Concept Development Manager
HEINEKEN**

13:00 Networking lunch

14:15 Partner led workshop

Interactive workshop on packaging from the attendees: Live appraisal and interpretation of packaging messages from Europe's leading creative minds

Once again, attendees will be invited to bring examples of the packaging they are proud of. This year, we will choose several of these packages to evaluate their message through shape, graphic and text. The big question: Does the package maximise the brand/product message? What tweaks could turn up the volume?

**Janwillem Bouwknecht, Partner
NPK DESIGN
Elseline Ploem, Account Director
dBOD**

15:30 Strategic session

Millennial trends: Staying engaged with a generation to shape packaging design

- ▶ Connecting to millennials with innovative technological experiences
- ▶ Conversing with the customer and making the most of positive and negative feedback
- ▶ Utilising brand ambassadors to spread the word
- ▶ Millennial parents: Setting family trends for future generations

**Peter Willer, Creative Director
AIAIAI**

16:15 Closing remarks from the Chairperson and E.N.G.

Close of conference and farewell coffee break



Thank you E.N.G. would like to thank all who have assisted with the research and preparation of this event. In particular the speakers, sponsors and media partners who have supported the event through direct contribution. For further information, please refer to our website www.engspain.com

Attendees at our previous packaging summits include

Global Head of Design
MARS

Director of Innovation,
Northern Europe
BACARDI

Strategic Director
AKTIVA DISSENY

Senior Manager, Head of
Customer and Channel
Insights EMEA
APPLE

Global Senior Innovation
Manager
ARLA FOODS

Product Manager Marketing
**BALL PACKAGING
EUROPE**

Brand Development
Manager
**BRITISH AMERICAN
TOBACCO**

Design Director
CARLSBERG GROUP

Head of Brand Management
COLRUYT

Executive Creative Director
COLEY PORTER BELL

Chief Executive Officer
ATHENA GRAPHICS

Global Head of Design
Management
BEIERSDORF

Managing Director
CREAX

Head of Design
DELHAIZE GROUP

Design Director
DR IRENA ERIS

Head of Packaging
Prevention
ECOEMBES

Private Label Creative
Manager
EL CORTE INGLÉS

Graphic Designer
ELECTRONIC ARTS

Managing Director, UK
ELMWOOD

Design Team Manager
UNILEVER

Head of Sourcing Projects
Footwear
PUMA

Senior Designer
NOKIA

Global Business
Development - Brand
Management
ESKO

Art Director
**FAZER BAKERIES AND
CONFECTIONARY**

Head of Design - Nutrition
GLAXOSMITHKLINE

International Innovation
Director
GODIVA

Director Global Packaging
Development
HENKEL

Creative Director FMCG
INTERBRAND

Packaging Innovation
Director
JTI

Director
PATH DESIGNS

Associate Director
Packaging Research
KRAFT FOODS

Senior Design Manager
LOGITECH

Senior Designer
MAMAS & PAPAS

Packaging Technologist -
Food
MARKS & SPENCER

Partner
NPK DESIGN

Head of Beverage
Packaging Research &
Development
PEPSICO INTERNATIONAL

Marketing Director of
Creativity and Luxury
PERNOD RICARD

Co-Founder
PETIT POIS CAKES

Creative Director
PHILIPS

Global Design Director
**RECKITT BENCKISER
GROUP**

Brand Manager
RED BULL

International Packaging
Developer
**SCANDINAVIAN
TOBACCO GROUP**

Director Packaging Design
& Development
**SCHWAN-STABILO
COSMETICS**

Conceptual Designer
**SIDEL BLOWING &
SERVICE**

Senior Manager
SONY CORPORATION

Director
SONY EUROPE

Packaging Development
Manager
STRAUSS GROUP

Creative Director & Founder
TAXI STUDIO

European Packaging
Technology Controller
UNITED BISCUITS

Senior Design Manager
Europe and CISMEA
WRIGLEY

Testimonials

I took away good inspiration; cross industry variations as well as important consumer insights

Packaging Designer
UNILEVER

It was a great 2 day summit with fantastic speakers and networking opportunities that brought together a mixture of international people with different backgrounds.

Client Services Director
BRAND NEW DESIGN

Networking Dinner

E.N.G. would like to invite delegates, speakers and sponsors to join us for a networking dinner at the restaurant La Penela to discuss the issues of the day, exchange ideas and make future contacts.

This evening will provide you with ample opportunity to network with your peers while enjoying a good glass of wine.



Hotel Info

An 18th-century palace was the inspiration for this emblematic hotel in Madrid, situated on one of the city's most famed thoroughfares.

Ideally located in the cultural and business district, the InterContinental Madrid is minutes from the Prado Museum, Thyssen-Bornemisza Museum, Real Madrid Museum and elegant Serrano shopping district.



Hear the experiences and challenges of producing and adapting packaging for new marketst

Connect to millennials with engaging packaging

Learn from international experts about packaging innovations, next generation materials and technology

Join an interactive workshop to interpret packaging messages

Create consumer excitement by means of packaging design

Delivering personalised packaging to ignite consumer interest

Linking consumer insight and innovative design

Using multiple consumer channels to drive design

Incorporating sustainability into design through a holistic approach

Making customers happy with simple convenient design

PACKAGING DESIGN

Title Name 1
 Position
 E-mail

Title Name 2
 Position
 E-mail

Title Name 3
 Position
 E-mail

Organisation
 Company VAT Number
 Address
 Postcode City
 Country
 Tel
 Fax
 Date Signature

I agree with the Terms & Conditions
 This booking is invalid without a signature

Conference Fee

- 2 Day Conference Fee** €1995.00 + VAT
- Documentation Only** €545.00

Groups of 3 or more booking on the same date will receive a discount of 10%

- * To qualify for discounts, these conditions apply:
- ▶ All delegates to be registered on the same form(s), at the same time.
 - ▶ Delegates must be from the same company

Discounts are not reimbursed for previously purchased tickets.
 Prices include the conference documentation, lunches, refreshments, the networking reception and service charge but exclude hotel accommodation. VAT is charged at 21%.

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- For other payment options please contact E.N.G. at +34 91 535 7087

Payment is required within 5 days. Please quote **SP93** as reference.

Hotel Accommodation

The conference fee does not include accommodation rates. Upon receipt of your signed registration form you will receive an email with information on how to secure your accommodation at the hotel. Please note that after the 8th of February 2014 rooms and rates will be subject to availability.



Business Opportunities

A limited amount of exhibition space is also available at the forum. Sponsorship opportunities covering luncheons, evening receptions and advertising in documentation packs are also available. For further details please contact:

Pam Walter, Business Development Director
+41 44 586 4590
pwalter@engspain.com

To Register

E-mail: **packaging@engspain.com**
 Fax: **+34 91 535 9804**
 Tel: **+34 91 535 7087**

Who Should Attend

This programme has been researched extensively and convened with the cooperation of senior executives responsible for Packaging Design in a variety of industries. The executives that will realise the greatest benefit through attendance include:

Senior Vice Presidents, Vice Presidents, Heads, Directors and Managers of:

- ▶ Packaging / Packaging design
- ▶ Design / Graphic design
- ▶ Design management
- ▶ Packaging Innovation / Technology / Development
- ▶ Sustainable packaging
- ▶ Creative
- ▶ Brand / Brand design
- ▶ Marketing

Confirmation You will receive an email outlining the details two weeks before the event. For any further information please contact the Operations department at E.N.G.

Terms & Conditions By completing this registration form, I/we (the delegate/s) hereby agree to the following

Cancellations
 E.N.G. will not be able to mitigate its losses for any less than 50% of each individual delegate registration, even if cancelled within 1 day after booking. Cancellations must be received by mail, fax or email three weeks before the conference. In case of cancellation thereafter the full conference fee is payable. No credit note will be issued if cancellation is received 3 weeks or less prior to an event. Delegate substitutions are welcome at any time prior to the dates of the conference.

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