

E.N.G.'s 8th Senior Executive Summit

PACKAGING DESIGN SUMMIT

28 & 29 March 2012 | The Hotel | Brussels

Blending the best of creativity, brand and consumer driven design

This programme encompasses the key elements and drivers of successful packaging design. Packaging design has been put firmly in the spotlight due to a decrease in levels of impulse buying. Now is the time to assess the strengths and opportunities that smart packaging design can bring as an integral portion of the marketing and brand mix.

This event will bring together the perfect combination of world class packaging designers, brand owners and futurists into a creative and strategic space that will encourage out of the box thinking and discover new applicable, relevant ideas.

Join us in Brussels to explore key topics such as:

- Keeping a vintage and iconic brand fresh and current
- Enticing top design talent to your industry
- The trends to watch in the next phase of design
- The relationship of consumer insights and effective packaging
- The elements of point of sale packaging effectiveness

Join the innovation network today to create the packages of tomorrow.

The third edition of the SCA Design Challenge has attracted 1,000 design students from around the world. The challenge: create an innovative packaging design for LEGO's 'Bricks and More' starter set and SCA's Tempo tissue box. The winner will be announced at E.N.G.'s Packaging Design conference.

An international executive summit with leading speakers including

Lynn Catalano
Creative Director



Tatiana Ryfer
Branding & Packaging Design
Manager



Vadim Grigorian
Marketing Director of Creativity and
Luxury



Suzanne de Vries
Global Design & Packaging



James Turner
Art Director, Communication Design,
Design Centre Europe



Ron Exner
Associate Director Packaging
Research



Andy Wines
Marketing Director, Seven Seas



Laurence Koutny
International Innovation Director



Naomi Kaempfer
Head of Packaging Design



Emily Maben
Head of Marketing



Ruth Amigo
Brand Manager



Sébastien Paquot
Group Brand Manager



Magdalena Sobinska
Design Director



Jessica Zomerdijk
Marketing Manager



Ashley Maddox & Harry Eastwood
Co-Founders



Robert Kuiper
Owner



Colin Burns
Managing Director, UK



Frank Adegeest
Director Interactive Applications
Software Product Group



Lori Ravnsbeck
Creative Director FMCG



Wim Wouters
Innovation Centre Director



Registration

Fax +34 91 535 9804 | Phone +34 91 535 7087 | Email packaging@engspain.com

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08:00 Registration and welcome coffee

08:30 Opening remarks from E.N.G. and the chair
Lori Ravensbeck, Creative Director FMCG
INTERBRAND

08:45 Case study

Design is the emotional connection to our consumers

- ▶ Understanding people's needs, desires and perceptions
- ▶ Creating brand preference through emotional connection
- ▶ Driving conversion through effective go-to-market

Lynn Catalano, Creative Director
PHILIPS DESIGN

09:30 Brand packaging story

Using packaging as a true vehicle and voice to highlight the key ethics of your brand

- ▶ Capitalising on your brand USP's through strategic package design
- ▶ Taking a design packaging approach that appeals to a provenance

Ruth Amigo, Brand Manager
STEVE'S LEAVES

10:15 Networking coffee break

10:45 Re-branding for growth

How do you turn a defensive supplier strategy into a retail partnership for mutual growth?

- ▶ Taking the Seven Seas brand from a supplier relationship to a partnership with key retailers
- ▶ Increasing the relevance of the brand to develop a broader proposition
- ▶ Using design as an effective tool to improve bottom-line performance

Andy Wines, Marketing Director, Seven Seas
MERCK
Colin Burns, Managing Director, UK
ELMWOOD

11:30 Regional snapshots

This session will explore packaging excellence in specific targeted regions. The issues addressed will be:

- ▶ Cultural packaging identity
- ▶ Fitting in as a local brand
- ▶ Unifying local flavour with your central brand

CISCEE Region
Magdalena Sobinska, Design Director
DR IRENA ERIS

12:10 Case study

Going beyond luxury packaging: Taking a contemporary approach to a packaging design for the chocolate category

- ▶ Understanding the values of consumers when purchasing luxury goods
- ▶ Integrating interactive touch points into the packaging design to differentiate your products in the luxury arena
- ▶ Following interactive trends without questioning the fundamental packaging design

Laurence Koutny, International Innovation Director
GODIVA

12:55 Networking Lunch

14:10 Panel session

Design trend watch

This panel session will examine the future hot trends in the design world, including colour and structure strategy, resulting in packaging that is sensory and emotionally evoking. Trend setting versus trend following, which is better for your brand?

Some trends to explore will be:

- ▶ Style trends such as vintage, Asian and simplicity
- ▶ The colour palette of contemporary design
- ▶ Interactive packaging opportunities

Facilitator:

Christine Dercourt, Country Manager Belgium
CB'A

Panellists:

Emily Maben, Marketing Director
PENHALIGON'S

Magdalena Sobinska, Design Director
DR IRENA ERIS

Vadim Grigorian, Marketing Director of Creativity and Luxury
PERNOD RICARD

James Turner, Art Director, Communication Design, Design Centre Europe
SONY

15:25 Partner / client co-presentation

The empowerment of the Verkade brand

- ▶ Taking a multi perspective design approach where shopper and self are the key drivers
- ▶ Transforming the brand's DNA through a process of iconification
- ▶ Examining the brand identity, design architecture and package designs of a 125-year-old brand

Robert Kuiper, Owner
BRANDNEW DESIGN
Jessica Zomerdijk, Marketing Manager
VERKADE

16:10 Networking coffee break

16:45 Case study

Building a private brand: Opportunities and hurdles

- ▶ From a Retailer to a Brand Builder: Examples of the ways in which the pack engages the consumer as part of the brand equity
- ▶ Understanding the buying behaviour in order to optimise the pack strategy
- ▶ Design as one of the core strategies for business growth
- ▶ Challenges to come: Future scenarios for package development in association with brand engagement

Tatiana Ryfer, Branding & Packaging Design Manager
CARREFOUR

17:30 Partner presentation

Designing the next generation Retail Ready Packaging systems

- ▶ Taking a holistic approach to future packaging design
- ▶ Integrating the box and shop infrastructure to achieve better supply chain efficiencies
- ▶ Increasing shopper convenience by taking a harmonized approach to packaging design

Wim Wouters, Innovation Centre Director
SCA PACKAGING

18:15 Closing remarks from the chair

19:30 Social dinner for all E.N.G. guests and award ceremony for Design Challenge 2012

08:00 Registration and welcome coffee

08:30 Opening remarks from E.N.G. and the chair
Michael Thiessenhusen, Head of Marketing and Key Account Management Europe
CLARIANT

08:45 Brand packaging story

'Something old something new'

- ▶ Insight into the brand packaging strategy of a luxury heritage perfume company
- ▶ Retaining 142 years of brand identity whilst exploring image changes
- ▶ A packaging dilemma: How to keep the vintage, quirky appeal of Penhaligon's, yet remain relevant to modern audiences and hold market positioning

Emily Maben, Marketing Director
PENHALIGON'S

09:30 Case study

Taking a co-creative packaging approach: The truest form of consumer driven design?

- ▶ How does consumer participation in packaging design add to the overall brand loyalty?
- ▶ How to structure a co-creation campaign to harness and target the best creative talent
- ▶ Examining co-creative case studies which have resulted in commercial success

Suzanne de Vries, Global Design & Packaging
SANEX

10:15 Networking coffee break

10:45 Good things in small packages

Innovation and technological development that will drive the next generation of packaging

This segment will consist of short sessions covering the technological advancements you will need to be aware of to design best in class packaging.

Innovation advancement through strategic partnership

The packaging industry is looking for innovation to better deliver on sustainability goals. To achieve 50% in weight reduction compared to incumbent packaging a three parties joint development project showcases collaboration between a resin manufacturer, a plastic bags machine manufacturer and a packaging machine producer.

Dana Mosora, Value Chain and Sustainability Leader,
Performance Packaging
DOW EUROPE

Designed Packaging – Creation beyond limitation

Michael Thiessenhusen, Head of Marketing and Key Account Management Europe
CLARIANT

Cartonboard Innovations to win the race on the shelf – Material 2020

- ▶ Fulfilling future requirements – OR Codes, Serialisation
- ▶ Endorsing sustainability: Understanding customer perceptions
- ▶ Utilising the prime function of packaging for protection

Horst Bittermann, Head of Marketing
MAYR-MELNHOF KARTON

11:45 Case study

Driving sustained growth through value added packaging

- ▶ Identifying and implementing new packaging concepts
- ▶ Exploring the particular requirements of FMCG
- ▶ Case studies on packaging innovation : Milka, Cadbury Dairy Milk, and Philadelphia

Ron Exner, Associate Director Packaging Research
KRAFT FOODS

12:30 Networking Lunch

13:30 Workshop

Imageneering workshop

Packaging is a visual medium, to underline this we will identify 4/5 packages, break them down into key value design components. Using these individual building blocks we will re-fit and re-design them, making them relevant to other audiences.

During this workshop, attendees will be split into groups and examine the package of one of the group members then come back together to discuss their findings.

Frank Adegeest, Director Interactive Applications Software Product Group
ESKO

14:45 Case study

Taking private label packaging to the next level: Making the traditional iconic

- ▶ How do we innovate private label packaging to captivate consumers?
- ▶ Influencing consumer desire: Becoming a trend setter rather than a trend follower
- ▶ Innovation without alienation
- ▶ Product case study: Reinvention of the luxury private label

Naomi Kaempfer, Head of Packaging
DELHAIZE

15:30 Networking coffee break

16:00 Case study

Spa Reine, the brand story behind a new bottle range

- ▶ What's the story behind the range re-design?
- ▶ Connecting packaging proposition with brand positioning
- ▶ Packaging branding & brand icon
- ▶ Communication and packaging: Amplifying the voice of your package

Sébastien Paquot, Group Brand Manager
SPA WATER

16:45 Brand packaging story

- ▶ Aligning packaging design visually with a product to create brand continuity and subconscious aesthetics
- ▶ Colour strategy: Interpreting the key brand message through strategic colours
- ▶ The joy of surprise: Engaging and delighting consumers using creative hidden messages

Ashley Maddox & Harry Eastwood, Co-Founders
PETIT POIS CAKES

17:30 Closing remarks from the chair and E.N.G.
Close of the conference

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

Head of Design Tesco	Senior Art Director Philips Design	Director of Strategy, Package Design & Brand Innovation Kraft Food	Senior Design Manager Heineken	EU Design Manager Coca-Cola
Packaging Designer Crown Packaging	Lead Structural Packaging & Merchandising Designer Hasbro Europe	Senior Packaging Designer Nokia Design	Design Manager Sony Europe	Graphic Designer Joico Laboratories Europe
Head of Global Package Innovation Nestle	Packaging Design Manager Decathlon	Head of Packaging Marks & Spencer	Head of Packaging Development Unilever R&D	European Design Manager FMCG SCA Packaging
Vice President Packaging Global Manufacturing Bacardi	Head of Packaging Swatch	Senior Director, Global Brand Development McDonald's Corporation	Packaging Development Group Leader Johnson & Johnson	Packaging Development Director Ferrero
Head of Labeling & Handling adidas Group	Packaging Innovations Manager Diageo	Brand Director Winston JT International	Packaging Market Manager Europe Rohm and Haas	Packaging and Innovation Specialist Bolton Manitoba
Packaging Development Manager Campbell Soup Company	Head of Packaging Friesland Campina	Inspirational Environmental Officer Lush	Head International Packaging Department Strategic Business Unit Hair Schwarzkopf Henkel	Global Packaging Manager Reckitt Benckiser
Director Innovation & Development Alcan Packaging Beauty	Packaging Ideation Manager GlaxoSmithKline	Packaging Platform Director Danone	Vice President Sales & Marketing, Packaging Papers UPM-Kymmene	Packaging Development Manager Bel Leerdammer
International Packaging Development Manager Arla Foods	European Packaging Programme Lead Hewlett Packard	Senior Global Packaging Project Manager Novartis	Director Product Innovation V&S Absolut Spirits	Product Manager Europe Melita Household Products
Global Packaging Development Manager British American Tobacco	Head of Packaging Concepts Ikea	Sustainable Development Manager Boots	Brand Manager Red Bull	Northern Europe Print Manager United Biscuits Industries
Lead Buyer Packaging Danisco	Marketing Manager Imperial Tobacco	Category Packaging Manager Oriflame Cosmetics	Brand Manager Imperial Meat Products	Technical Account Manager Milliken Europe

Testimonials

Excellently informative and very worthwhile and you get to know what industries who face challenges and how they find solutions for it and network with them.

Graphic Designer
Electronic Arts

Two days of compelling case studies & lectures delivered what I would characterise as "real life learning". As well, the transparency, clarity and willingness to transfer knowledge exhibited by brand owners & suppliers alike animated many of the open discussions. Glad I took the time to attend, some excellent give back.

Special Projects Director, Industrialisation
Tetra Pak

Networking Dinner

E.N.G. and SCA Packaging would like to invite delegates, speakers and sponsors to join them on Wednesday March 28th for a networking reception and dinner at K-nal, a unique space with impressive views over the Brussels canal.

The award ceremony for the SCA Design Challenge 03 will take place during the evening.



Discover

the trends that matter

Increase

the impact of your graphics

Connect

with the best global creative minds

Attract

top design talent

Bring

new life to iconic images

Linking

consumer insight and innovative design

Understanding

that sustainable and attractive are compatible

Preparing

your design team for the next generation of packaging

Translating

brand identity into physical packaging

Engaging

customers on sight at point of purchase

Packaging Design Summit

Name 1

Position

E-mail

Name 2

Position

E-mail

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%.

Methods of Payment

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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 SP62 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 March 6th 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 Manager
+41 44 586 4590
pwalter@engspain.com

To Register

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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 all 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
- Package Engineering / R&D
- Package Innovation / Development / Implementation
- Creative Art / Creative Design
- Graphic Design / Consumer Graphics
- Branding / Marketing / Category
- Sustainability / Sustainability Packaging

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.

If for any reason E.N.G. decides to amend or to cancel the conference, E.N.G. is not responsible for any costs and/or damages, such as covering airfare, hotel and/or other costs incurred by delegates. In the event that E.N.G. cancels the conference, E.N.G. reserves the right to provide a credit of an equivalent amount to another conference within the same sector. E.N.G. does not bear responsibility for any conference/programme amendments and/or cancellations, such as speaker cancellation. E.N.G. also reserves the right to change the programme as it sees fit. E.N.G. does not provide refunds due to programme changes and cancellations. E.N.G. reserves the right to refuse at its discretion delegates and companies wishing to attend or register for any of its events.

Data

E.N.G. is allowed to pass on your delegate details to other companies who wish to communicate with you. If you do not wish to receive information from other companies, please contact us at info@engspain.com or +34 91 535 7087.

