

The Future of Packaging Development

Improving ROI Through Successful Packaging Strategies

Amsterdam, The Netherlands

7th & 8th June 2010

Why You Must Attend:

The brand owners of today continue to focus on improving productivity, building brands, decreasing costs and increasing sales and ROI. The importance of consumerism should not be overlooked when designing a package. Premium packaging, attention-grabbing shapes, sizes, colours and functionality all encourage a potential customer to buy.

This exclusive **marcus evans** conference is designed for brand owners from the consumer good sector who are looking to improve their brand image through packaging, cut costs and increase sales. The delegates will have an opportunity to learn from key market players about recent market evolution in packaging, consumerism, improving efficiency and productivity, packaging design and future drivers.

Attending This Premier **marcus evans** Conference Will Enable You to:

- **Understand** the future packaging drivers and their influence on your production process
- **Effectively** maximise value and minimise costs of packaging to increase ROI
- **Learn** how to connect with consumers and understand the impact consumerism has on packaging design
- **Implement** successful packaging strategies and effectively compete with private label
- **Establish** effective contractual relationship with suppliers and ensure innovative packaging development
- **Ensure** distinctive packaging design is protected from your competitors
- **Discover** novel approaches to eco-friendly packaging and make sustainability part of your communication strategy

Who Should Attend:

Vice Presidents, Directors, Heads and Managers of:

- Packaging and Innovation
- Packaging Development
- Pack Change Process
- Packaging and Process Engineering
- Environmental Packaging Development
- Research and Development

Early Bird Special Offer:

Book by 12/04/10 and Save 10%

To Book online Go to:

<http://www.marcusevanscz.com/.....>

'Ensure the Competitiveness of Your Product by Engaging in Successful Packaging Development'



Invited Speakers:

Carel Oskam
Packaging Development Manager
Royal FrieslandCampina

Nigel Fenton
Pack Change Process Manager
Nestle

Domenico Ventura
Global Ideation Manager
British American Tobacco

Jean Schrurs
Expert Advisory Team
Liquides et Conditionnement Magazine

Jean-Christophe Troussel
Partner
Bird and Bird

Philippe Vandeuren
Legal Director Brands and Innovation
InBev

Conor Browne
Packaging Development Manager
Diageo

Ron Exner
Strategic Packaging Director
Kraft Foods

Yola Khoreva
Innovation Manager
Heineken

Sergio Perelman
Global Packaging Director
Unilever

For further information, please contact: **Klara Masad**, Senior Conference Producer, **marcus evans** Prague
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Conference Programme

7th & 8th June 2010

RECENT MARKET EVOLUTION IN PACKAGING AND PERSPECTIVE OF BRAND OWNERS

1. Case Study

Enhancing Branding Attributes and Functionality in a Sustainable Manner

- Packaging is more and more important to maintain iconic image – What are the needs of consumers and brands?
- Improving the attractiveness of a package on shelves – Shapes, sizes, colours and functionality
- Effective creative design and quality materials – Maximising the use of recyclable materials and components
- Ensuring the product stays intact through quality and functional packaging

Invited:

Sergio Perelman
Global Packaging Director
Unilever

2. Case Study

Influence of Packaging on Consumers

- Recent market developments and trends
- Consumer research – Design development starts with consumers
- Assessing alternative methodologies – Effectively collecting and evaluating consumer insights
- Elaborating on what satisfies consumers and developing instant win package

Subject to final Confirmation:

Yola Khoreva
Innovation Manager
Heineken Russia

3. Case Study

Consumer Shift from Brands to Private Label

- Consumer preference – Private label and its significant growth in the recent years
- Cheaper alternative to brand manufacturers – How to compete?
- POS and brand owners perspective – Focusing on consumer insights and emotions packaging creates in consumers
- Iconic packaging – Differentiation from private label and its effect on consumer choice

Speaker TBA

CONSUMERISM AND PACKAGING DESIGN

4. Case Study

New Generation of Consumers and Packaging Design

- Necessity to connect with consumers – Using packaging as a communication tool
- Ensuring consumer needs are reflected on the package – Stating the quality of ingredients and calories content on the package
- The perfect ingredients for effective shelf impact to satisfy ever changing consumers

Speaker TBA

5. Case Study

Key Elements for Successful Market Introductions

- Making and selecting the right product – Considering different project management methods
- Accelerating the process from the initial decision to make the package to actual shelf introduction
- Emphasis on innovation and how open innovation can contribute to successful market introduction
- Prototyping solutions – Choosing the right approach to ensure market success and ROI

Speaker TBA

6. Case Study

Managing Packaging Processes from Design to Print

- Maximising printing quality and focusing on instant win coding
- Using most effective processes to ensure packaging looks consistent in all the markets a company operates in – Colour and brand image
- Pre-press and print processes – How this is done throughout the supply chain from design to print?
- Flexo-graphic printing process and its suitability for different product lines

Subject to Final Confirmation:

Nigel Fenton
Pack Change Process Manager
Nestle

7. Case Study

Ten Valuable Hints Driving the Innovation Discipline

- Success in packaging innovation – Practitioner's shared experience
- Pragmatic recommendations based on 20+ years of brand owner's experience
- Holistic approach to innovative packaging development
- From ideation to product launch – Steps to be taken

Subject to Final Confirmation:

Jean Schrurs

Expert Advisory Team

Liquides et Conditionnement Magazine

8. Case Study

Protection of Packaging Design – Trademark Perspective

- Effectively protecting packaging from copying – Focusing on the current market situation
- Relationship between different types of innovative packaging protection – Trademarks and IP protection
- Ensuring marketing is in line with different types of protection
- Packaging shapes – Creating distinctive shapes and establishing its protection
- Forming a successful strategy, protecting your package and fighting competition

Subject to Final Confirmation:

Philippe Vandeuken

Legal Director Brands and Innovation

InBev

IMPROVING EFFICIENCY AND PRODUCTIVITY

9. Case Study

Overview of the Packaging Development Process

- Packaging development process in general terms and considering alternative approaches
- Internal and external pressures on the process and how to effectively deal with them
- Total efficiency – Understanding all the involved factors and their impact on the packaging development process

Subject to Final Confirmation:

Ron Exner

Strategic Packaging Director

Kraft Foods

10. Case Study

Defining Packaging After the Recession – Fixing Base of Brands

- Focusing on new introductions rather than coming up with completely new innovations
- Securing volumes and extending product lines to ensure increase in revenue
- Working with R&D and focusing on the use of sustainable materials – Advantages and cost reduction opportunities

Invited:

Carel Oskam

Packaging Development Manager

Royal FrieslandCampina

11. Case Study

Packaging Optimisation and Cost Reduction

- Using alternative packaging technologies to cut costs and achieve better quality
- Optimising the speed of production – Machinery specification
- Introducing cost saving and sustainable packaging materials – Production of cheaper labels and lighter packaging
- Generating cost saving in printing – Using less colours and keeping the same image
- Working with suppliers to achieve cost effectiveness

Invited:

Conor Browne

Packaging Development Manager

Diageo

12.

Development of Innovative Packaging and Contractual Relationships

- Collaboration of different players on the development of innovative packaging – Rights ownership and possible pitfalls
- Co-development of brand owners and packaging manufacturers – What should you be aware of?
- Development of technological solutions for particular brand and package – Agreeing on exclusivity

Subject to Final Confirmation:

Jean-Christophe Troussel

Partner

Bird and Bird

13. Case Study

Benefiting from Successful Collaboration Between Brand Owners and Packaging Manufacturers

- Setting the criteria and selecting the right fit for the packaging suppliers – Suppliers leading the packaging development process
- Impact of efficiencies on packaging – Cooperating with packaging manufacturers at earlier stages of design development
- The importance of bringing the cross-functional teams together when developing a package to meet the overall needs of the brand owners and packaging manufacturers

Speaker TBA

PACKAGING DESIGN AND FUTURE DRIVERS

14. Case Study

Futuristic Vision of Packaging and Its Delivery

- The importance of innovative packaging and consumer choice
- How will packaging be delivered in the future in the consumer goods sector? – Packaging weight and shapes
- Esthetical issues of packaging and consumer perception
- Eco-friendly packaging – Looking at the new approaches of how to combine sustainable packaging with the company brand image

Invited:

Domenico Ventura
Global Ideation Manager
British American Tobacco

15. Case Study

Maximising Creativity and Achieving Efficient Packaging Development

- Seeing the future earlier – The need to predict what consumer desires early enough before the launch
- Ensuring efficient packaging development – Novel technological approaches
- Project management process, stock reduction and tools to reduce lead time – Stage gate process
- Promoting innovation in your company and ensuring it happens quicker

Speaker TBA

16. Case Study

Breakthroughs in Packaging Design, Materials and Technologies

- Premiumisation of packaging – Assessing alternative materials, functionality and shapes
- Producing lighter packaging and reducing amount of materials used – Is there a limit?
- Current and futuristic technological advances and their availability on the market – Enhancing the appearance and functionality of the package

Speaker TBA