

# POWER OF PRINT

**NOVEMBER 1<sup>ST</sup> 2022**

**STATIONERS' HALL, LONDON, EC4M 7DD**



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EST 1901



**Now in its 12th year, the Power of Print seminar has established itself as a must-attend event.**

**The seminar attracts 200 leaders from the print, paper, publishing, packaging and media industries. Hear from a diverse range of global experts, exploring the challenges, innovations and opportunities for print and paper in today's multi-media world.**

**In the evening, there will be a drinks reception and three-course dinner. The highlight of the evening will be an after-dinner speech and Q&A with Ian MacGregor, Editor of The Telegraph.**

## DISCOVER THE FUTURE OF PRINT

Over the past few years, newspapers, magazines and print advertising has delivered trusted messages, while paper packaging has safely delivered the growing rise in e-commerce.

This year's seminar will highlight the opportunities, and challenges, for print and paper products in a changing world.

## CONTACT US

For bookings and all other information, please get in touch:

- > **01327 262920**
- > **INFO@POWEROFPRINT.INFO**
- > **WWW.POWEROFPRINT.INFO**
- > **@POWER\_OF\_PRINT #POP22**

## TICKETS

Historically, The Power of Print seminar has been a sell out event - don't miss your opportunity to attend!

Members of Two Sides and/or the BPIF are entitled to an exclusive **20% discount** across all ticket types. Please request your discount code by emailing **bookings@powerofprint.info**

	STANDARD TICKET PRICE
<b>Day &amp; Evening</b>	£299
<b>Day Only</b>	£199
<b>Evening Only</b>	£149

**BOOK NOW**

**WWW.POWEROFPRINT.INFO/BOOK-NOW**

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**09:20 - 09:50****REGISTRATION AND REFRESHMENTS**

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**09:55****WELCOME****JONATHAN TAME, TWO SIDES**

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**10:00 – 10:15****STATE OF THE MARKET AND WHAT LIES AHEAD FOR 2023****CHARLES JARROLD, BPIF**

Charles will give a brief overview of the current economical, political and technological challenges facing the print industry.

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**10:15 – 10:45****DRIVING THE VISION FOR MAIL'S FUTURE****AMANDA GRIFFITHS, ROYAL MAIL**

Marketreach, like Mail, has been on a journey in the last 10 years. From an early vision of simply opening hearts and minds to a channel that seemed at risk from the rising tide of online, we are exploring a wide and exciting world of possibilities for mail as a critical partner in a digitally led media world. Insight led, future focused, driven by new thinking and innovation, Marketreach is committed to Unleashing the Magic of Mail – as a product, as a medium, as a customer focused powerhouse and as a revenue creator. As the UK expert on the Power of Mail we work as a thought leader, industry influencer, creativity supporter, creator of new knowledge and advocate for Letters and D2D, ensuring mail in the UK is on the positive front foot positioned for a strong and effective future.

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**10:45 – 11:15****CHALLENGE ACCEPTED****BEN BRIGGS, JOIN THE DOTS**

A cookie-less future. A multi-billion-pound digital ad industry. Rising print costs. Attribution challenges. Cost of living crisis. In housing. Skill gaps. These are just some of the challenges every marketer faced in 2022. Some of them are making our jobs in the print industry harder whilst, on the other hand, print offers an effective solution. We'll show you how to Join the Dots between data and insight, media and creative, digital and print, to make effective and successful omni channel campaigns.

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**11:15 – 11:45****TEA & COFFEE BREAK**

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**11:45 – 12:15****SAJEEDA MERALI, PPA**

Sajeeda is CEO for the PPA, Professional Publishers Association. Details of her session were not available at time of publication.

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**12:15 – 12:45****BRINGING DIGITAL DATA TO THE MAIL ADVERTISING INDUSTRY****ROWENA HUMBY, STARCOUNT**

Rowena is CEO of Starcount, a data & insights agency with a mission to transform customer targeting for the marketing & advertising industry.

Digital advertising currently accounts for 60% of all media spend globally - but this is all about to change. In 2023, new legislation means digital targeting is being forced to change the way it operates, presenting a huge opportunity for mail to win back media spend with advertisers. Starcount has innovated a new consumer classification that brings digital data to the mail industry - an innovative way to excite marketers to love and adopt the print & mail as a channel. Starcount was recently ranked in the top 50 of the Deloitte Technology Fast Track and the Financial Times' best upcoming consultancies.

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**12:45 — 14:00****LUNCH**

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**14:00 — 14:30****HOW YOUR BUSINESS CAN HELP US SAVE OUR PLANET****PROFESSOR MARK MASLIN,  
UNIVERSITY COLLEGE LONDON**

With increasing media attention and public awareness, climate change is one of the most important challenges we face today. Mark Maslin FRGS, FRSA, Professor of Climatology at University College London and Director of Rezatec Ltd, will explain the fundamental facts and why governments are concerned and why they are taking real action. He will explain how your business can respond to this challenge and the new opportunities to help save our planet.

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**14:30 — 15:00****THE GLOBAL AND EUROPEAN ECONOMIC OUTLOOK: STAGNATION OR RECESSION?****ANDREA BOLTHO, OXFORD UNIVERSITY**

Three shocks have hit the world economy in quick succession: first Covid, then inflation, now war. Covid is, hopefully, behind us. Inflation is virulent but may come down over time as demand is hit by falling purchasing power and rapidly rising interest rates. War is still with us and it could well last into next year, generating further tensions and, possibly, continuing inflationary pressures through its effects on energy and food prices. The outlook for activity is inevitably gloomy. Many fear the coming of stagflation or even outright recessions. The United States are at risk because of their very sharp tightening of monetary policy. Europe is at risk because policy is also being tightened (more so in the UK than in the Euro-zone) and because of the energy uncertainties created by the war. Recessions are not certain; low growth is.

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**15:00 — 15:30****COFFEE BREAK**

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**15:30 — 16:05****SUSTAINABLE PACKAGING - ARE YOU REALLY BUYING IT?****LAUREL MILLER, A.M. ASSOCIATES**

Laurel Miller is Creative Director of leading-edge structural packaging design consultancy A.M. Associates.

Through exploring the value of design in solving the environmental challenge, Laurel will highlight the problems surrounding recycling and reusable packaging and demonstrate how to use materials to their best advantage to minimise waste.

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**16:05 — 16:40****IF YOU GO DOWN TO THE WOODS TODAY****JORI RINGMAN, CEPI**

Jori Ringman is Director General of CEPI, Confederation of European Paper Industries. Forests – everyone has an opinion about forests. But once you dig into the data, you're sure of a big surprise! The presentation will serve key facts of the state of Europe's forest, how the stakeholders would like to manage forests and what the European paper industry is doing.

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**16:40 — 17:00****TWO SIDES AND LOVE PAPER CAMPAIGNS, CLOSING REMARKS****JONATHAN TAME, TWO SIDES EUROPE**

Jonathan will give a brief update on the recent success stories on the Two Sides and Love Paper Campaigns.

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**18:00 — 22:00****DRINKS RECEPTION AND DINNER**

Go to page 15 for more information about the evening.

**Brands and print service providers (PSPs) both know that print is effective, but today's marketing decision makers need to show that every channel in their campaigns is pulling its weight and delivering the right return on investment.**

**The pandemic affirmed that people value print over digital communication. While brands wanted to keep customers engaged, the sheer volume of emails and Zoom calls that were needed to stay in touch with colleagues and loved ones were overkill for house-bound consumers, so they soon turned away from digital media.**

As a result, we've seen a resurgence of many print applications, from direct mail and transpromo to books and magazines, and demand for interior décor, such as wallcoverings and art prints, as a result of people spending more time at home. And we've witnessed increasing interest from brand owners in how to connect meaningfully with customers experiencing growing 'digital fatigue'.

Despite this positive mood towards print, most marketers still aren't clear on how to measure print's contribution as they don't believe that print can replicate digital marketing's instant metrics and analytics. Our research reveals that marketing decision-makers want their PSPs to be more consultative and to prove how any print activity — whether that's direct mail, posters and point-of-sale materials, or Out of Home (OOH) — contributes towards their campaigns.

Print businesses need to be ready for clear conversations about their customers' objectives, confident of what print can contribute and ready to prove its value. It's vital to understand how brands measure their integrated marketing campaigns and have a firm grasp of the tools that enable print to be measured like any other element, from geo-location or Near Field Communication (NFC) tags on a poster to unique codes on direct mailings.



## MATHEW FAULKNER

EMEA DIRECTOR  
MARKETING,  
INNOVATION, WIDE  
FORMAT PRINTING  
**CANON EUROPE**


To learn how Canon can help you unlock the power of print, visit [canon.co.uk/business/articles](https://canon.co.uk/business/articles)

With clever automation, we can work together to drive maximum value from customer data, using carefully timed and even 'programmatic' personalised print or 'smart publishing' (creating an individualised 'book of one') to connect emotionally with audiences and maximise response. And this ultra-targeted approach contributes to much more sustainable use of print, with less waste and lower warehousing and delivery costs.

## TWO SIDES HAS ALWAYS BEEN AHEAD OF THE CURVE WHEN TALKING ABOUT THE POWER OF PRINT AND HOW IT WORKS HAND IN HAND WITH DIGITAL MEDIA.

With their mission to prove print's sustainable credentials and debunk the environmental myths around print and paper, we're proud to have collaborated with Two Sides for a decade, and to be part of their Power of Print event in 2022. Together, we want to encourage the print industry to act today to drive forward for a better future — for business and the planet.



A large audience of professionals is seated in a grand hall with high ceilings, wood paneling, and large stained glass windows. The audience is diverse in age and is looking towards the front of the room. The lighting is warm, and the atmosphere appears to be formal and professional.

**At Canon, we have been inspiring customers to explore the power of imaging and print for over 80 years and once again we're delighted to be part of this must-attend event that celebrates the impact of print.**

**This event is a place to be inspired by thought leaders and experts across a number of different industries and foster innovative ideas that will strengthen our industry for generations to come.**

**Canon** EVENT AND SEMINAR SPONSOR





## AMANDA GRIFFITHS

HEAD OF COMMUNICATIONS  
**ROYAL MAIL MARKETREACH**

Amanda Griffiths is Head of Insight and Planning at Royal Mail MarketReach, the marketing authority on commercial mail, where she champions Direct Mail and its continuing power as a modern media channel for brands in the digital age. She joined MarketReach 7 years ago after a long-long agency career as a Communications and Strategic Planner.

After earning her MBA from The Wharton School she spent 10 years working with leading US ad agencies. When she came to the UK, her interest in brand strategy, customer insight, audience targeting and effectiveness naturally led her to the next phase of her Planning career with below-the-line agencies including Carlson, Kitcatt Nohr, Proximity and MRM McCann where she has worked on nearly every category possible.

Amanda's wide-ranging experience of markets and marketing has been the ideal preparation for her role at MarketReach, providing evidence of mail's effectiveness to get brands and businesses excited about mail's creative and strategic possibilities, innovations and opportunities.



## MARK MASLIN

PROFESSOR OF CLIMATOLOGY  
**UNIVERSITY COLLEGE LONDON**

Mark Maslin FRGS, FRSA is a Professor of climatology at University College London. He is the Director of the London NERC Doctoral Training Partnership, a Royal Society Wolfson Research Scholar, a Royal Society Industrial Fellow working with Rezatec Ltd a company he co-founded.

Maslin is a leading scientist with expertise in global and regional climatic change and has published over 160 papers in journals such as Science, Nature, and The Lancet. He has written 10 books, over 50 popular articles and appears regularly on radio and television including: Climate Change – The Facts, Dispatches, Newsnight, Time Team, The Today Programme, In Our Time, the Briefing Room as well as the BBC, Channel 5, CNN, World Service, and Sky News. His books include 'Climate Change: A Very Short Introduction' (OUP, 2014), The Cradle of Humanity (OUP, 2017) and bestseller The Human Planet co-authored with Simon Lewis (Penguin, 2018).

He was one of the lead authors on the 2009 Lancet report 'Managing the Health effects of climate change' and is part of the annual Lancet Countdown on health and climate change whose latest report was published in Oct 2019. He was included in Who's Who for the first time in 2009.





## ROWENA HUMBY

CHIEF EXECUTIVE OFFICER  
**STARCOUNT**

Rowena is CEO of Starcount, a data & insights agency with a mission to transform customer targeting for the marketing & advertising industry.

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## BEN BRIGGS

MANAGING PARTNER  
**JOIN THE DOTS**

With over 18-years' experience in the industry, Ben runs a talented team and is responsible for client strategy and the overall direction of the business. He will translate your brand's data into insight and turn that insight into innovative media plans. He's also a founding member of the DMA Media Council, and a Fellow of the IDM.

Ben has had the honour of being a Judge for the DMA Awards on five occasions and was part of the DMA Award winning team for his work with the RSPCA.

Ben strives for a happy and fulfilled team and is passionate about training and educating the next generation of media planners as well as learning a new trick or two himself, having completed the renowned Mark Ritson Mini MBA and finishing in the top 200 students globally. He also holds an ILM Level 4 in Leadership and Management. Ben hopes to shake up the media agency landscape with a new look on media planning and focus on innovation bringing media and technology together.

Fun fact: Ben is a passionate sportsman and was a professional cricketer in Australia for a year.



## ANDREA BOLTHO

DIRECTOR OF OXFORD ECONOMICS  
**OXFORD UNIVERSITY**

Educated in Italy and at the Universities of London (LSE), Paris and Oxford. From 1966 to 1977 at the OECD's Department of Economics and Statistics. In 1973-74 Japan Foundation Fellow at the Research Institute of the Economic Planning Agency, Tokyo. From 1977 to 2007, Fellow and Tutor in Economics at Magdalen College, University of Oxford. Since 2008 Emeritus Fellow.

At various stages, consultant to the World Bank, the OECD and member of the Academic Council of the IFO Institute, Munich, as well as Visiting Professor in various European universities. Has been a Member of the Board of Finmeccanica and is a Director of Oxford Economics.



## SAJEEEDA MERALI

CHIEF EXECUTIVE OFFICER  
**PPA**

Sajeeda Merali joined the PPA as CEO in 2021, with an agenda to transform the way the PPA represents and supports its 200+ UK multi-media business members, consumer magazine publishers, business-to-business data and information providers, customer magazine publishers and smaller independents.

A strategic leader with 20 years' experience in the publishing industry, Sajeeda has held senior positions with both B2B and consumer-facing organisations, with extensive experience in change management and strategy development.

She joined the PPA from the New Statesman Media Group, where she was Chief Revenue Officer responsible for identifying high-value digital opportunities and launching commercial strategy for new brands in highly competitive markets.

Prior to that, she was the commercial leader of the Insider Publishing Division at Euromoney PLC and has held senior positions at Incisive Media, where she was influential in driving cultural and strategic change. Sajeeda is on the board of the Advertising Association, PLS, FIPP, CAP, PAMCo and ABC.

Follow her on Twitter using @sajmerali  
@ppa\_live and @magneticmedia



## LAUREL MILLER

CREATIVE DIRECTOR  
**A.M. ASSOCIATES**

Laurel Miller is Creative Director of leading edge structural packaging design consultancy a.m. associates

Through exploring the value of design in solving the environmental challenge, Laurel will highlight the problems surrounding recycling and reusable packaging and demonstrate how to use materials to their best advantage to minimise waste.



## JORI RINGMAN

DIRECTOR GENERAL  
**CEPI**

Since June 2019, Jori Ringman is Director General of the Confederation of European Paper Industries (CEPI). Previously he was Deputy Director General and responsible for issues relating to sustainability, environment and consumer protection, with particular concern for packaging and food contact. Since joining CEPI in 2005 he has been advancing and exploring circular low carbon bioeconomy in the sector.

Prior to 2005, he was a civil servant at the European Commission and a political advisor in the European Parliament.

Mr Ringman has a background in Economics, Econometrics and Business Management and broad experience in communications, public administration and politics. He also holds an MSc in Environmental Decision-making.



## JONATHAN TAME

MANAGING DIRECTOR  
**TWO SIDES**

Jonathan Tame is Managing Director for the global Two Sides campaign, which promotes the sustainability and attractiveness of print, paper and paper packaging.

With 30 years experience in this sector working for paper manufactures, merchants and printers. Previously Head of Environment for PaperlinX merchants, and an advisor to the UK Government on sustainable procurement for print and paper.



## CHARLES JARROLD

CHIEF EXECUTIVE OFFICER  
**BPIF**

After qualifying as a Chartered Accountant in London in the early '90's, Charles worked in the publishing industry prior to heading towards the family owned Jarrold Print business in 1998. Following the sale of Jarrold Print, he joined Poole based printer Southernprint in 2005, helping that business gain a reputation as a leading commercial print company. Southernprint was sold by its owner, regional newspaper group Newsquest in 2010, at which point Charles joined St Ives plc. He has also run his own business, partnering with a US print and design software business, developing on-line design and print applications.

Charles now heads up the British Printing Industries Federation (BPIF) the principal business support organisation representing the UK print, printed packaging and graphic communication industry.



## **STATIONERS' HALL**

**The Stationers' Company originated in 1403 when the scribes and illuminators of manuscripts petitioned to be allowed to join in a single company with a warden each to oversee their affairs. At a time when many vendors were itinerant, they traded from permanent (in other words 'stationary') stalls around St Paul's Cathedral.**

**Dating back to the sixteenth century, history and tradition are at the heart of London's Stationers' Hall. The Grade I listed building is located close to St. Paul's Cathedral and offers a seamless blend of welcoming warmth and arresting grandeur.**

**The Livery Hall boasts gleaming oak flooring and carved oak panelling originating from the 1600s. The huge stained-glass windows depict William Shakespeare, William Caxton, St Cecelia, William Tynedale & Archbishop Cranmer. The larger north window purports to display Edward IV and his Queen, Elizabeth Woodville, being shown a proof by William Caxton.**

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As Europe's #1 speciality paper manufacturer, Fedrigoni has been inspiring customers with our papers for more than 130 years.

But, it's in combination with print and finishing techniques that our papers convey messages like no other communication medium. We are therefore delighted to once again support the Power of Print event.

It's an exciting time for the print industry. Consumers are becoming increasingly aware of the sustainable nature of printed communications and we are constantly innovating to cater to these requirements.

**ENVIRONMENTAL SUSTAINABILITY IS AT THE FOREFRONT OF OUR PRODUCTION PROCESSES AND WE HAVE REDUCED THE USE OF FRESH WATER FOR EACH KILO OF PAPER BY MORE THAN 50%. ADDITIONALLY, THE FEDRIGONI MILLS HAVE REDUCED CO<sub>2</sub> PRODUCTION EMISSIONS BY 30% AND ALMOST HALVED THOSE INVOLVING NITROGEN OXIDES, THE SO CALLED NO<sub>x</sub>.**

Here in the UK, Fedrigoni offers more than 3,000 products, some of which are available for next day delivery, such as the Tintoretto Gesso Touch Class 300gsm used for the cover of this brochure.



**SIMON  
PILKINGTON**

UK DIRECTOR  
**FEDRIGONI UK**

We have an excellent selection of recycled products in coated, uncoated, tinted and speciality areas. Coupled with our ability to Carbon Balance any product, we believe we have the best options available to suit all environmental objectives.

We also provide a number of benefits, including a dedicated sample and paper advisory service, a direct sales order line and team equipped with specialist knowledge and experience to guide customers through the extensive range of Fedrigoni products.

**WE STRIVE TO COMMUNICATE THE VERSATILE MEDIUM OF PAPER; TOGETHER WE CAN ENTHRALL CUSTOMERS WITH THE POWER OF PRINT!**

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**This brochure is printed on:**

Cover: Fedrigoni Tintoretto Gesso Touch Class 300gsm  
Text: Fedrigoni X-Per Premium White 140gsm

**Following the day's seminar, we will be hosting a drinks reception followed by an informal three-course dinner in the historic surroundings of Stationers' Hall.**

**After the dinner the charming and charismatic Ian MacGregor will give an after dinner talk.**

**Kindly sponsored by Fedrigoni, the evening will provide a fantastic opportunity for networking and further exploring the topics discussed during the day's seminar.**



## IAN MACGREGOR

EDITOR  
THE TELEGRAPH

Ian MacGregor is Editor Emeritus at the Telegraph. For ten years before that he was Editor of the Sunday Telegraph, and prior to that he was deputy editor of the Daily Telegraph.

Ian's other senior roles included being the launch editor of Metro, editor of the Scottish Daily Mail and deputy editor of the Evening Standard. He was also News Editor of the Daily Mail, New York Correspondent for the Daily Express, and Education Correspondent for the Press Association.

He started his career with the Southern Evening Echo in Southampton and then South West News in Bristol.

As well as his work for the Telegraph, Ian is chair of the Society of Editors, on the board of IPSO, is chair of the Advisory Board at Sheffield University's School of Journalism, and on the board of The Careers Office which helps young people from diverse backgrounds get work experience.



**JOIN US AT THE POWER OF PRINT SEMINAR TO DISCOVER PRINT'S TREMENDOUS POWER TO BUILD BRANDS AND INFLUENCE OPINIONS.**

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