



**SUSTAINABILITY**

21-23 September 2021



**THROUGH**

YOUR GUIDE TO THE  
**VISUAL  
MEDIA  
CONFERENCE**



**INNOVATION**

[visualmediaconference.com](http://visualmediaconference.com)

# HOW DID WE GET HERE?

I'm borrowing Frank Romano's session title to reflect on the Visual Media Conference evolution from a local event onto the national stage with 550 participants that now attracts international interest.

Little did we know eight years ago that the focal point of the BPIF's Special Interest Group, Creative Digital Industries, would establish such a reputation – a unique forum to explore the world of marketing communications from print to AI and Virtual Reality.

I'm grateful to all our sponsors and speakers and especially for the encouragement of Jon Bailey and Rob Shaw whose support has enabled us to be bold and challenging – engaging with drupa, major brands and gathering world-class speakers. Our long-time supporter, Sir Roger Marsh MBE DL, again finds time to remind us of the importance of our sector in sustainable economic growth. Thank you to the BPIF team led by Charles Jarrold, Anais Bellemans and Amy Elrington who is the architect of our three-day programme.

I hope that you will enjoy the journey. We live in a world that continues to use a dynamic combination of all media so it's essential that we look to the way we use the bewildering range of innovations to achieve business and environmental sustainability. Choose carefully the sessions that match your priorities, use the take-away learning points wisely. Frank will have set the scene with a tour de force bringing us right up to date and the conference answers the question that follows, "How do we go forward from here?"

ROBERT MCCLEMENTS, PRESIDENT CDI, CURATOR VMC



## GUEST SPEAKERS A-Z

### ANDREW HAWKEN | CO-FOUNDER, MESMERISE

After working as a current affairs journalist for the BBC, Andrew left journalism to join Microsoft in 1996, to focus on UX across digital platforms. Having witnessed the beginning of a new medium for news, Andrew began to focus his interests into emerging technologies – such as virtual reality (VR). In 2016 Andrew co-founded Mesmerise, a platform that supports conference and events companies in providing innovative experiences for speakers, attendees, and event exhibitors.

### ANDREW LARKING | HEAD OF DESIGN, VANQUIS BANK

Andrew heads up the design team at Vanquis bank. He's worked in design and human-computer interaction for over twenty years. In that time he's built software that is used to make movie magic, created gestures that we all use every day on our phones, interfaces that control missile systems, and even swarms of robotic garden assistants. His client list includes Disney, Warner Bros, Google, Volkswagen Group, Audi, and Compare the Market.

### BEATRICE KLOSE | SECRETARY GENERAL, INTERGRAF

As Secretary General of Intergraf, the European trade association representing the graphical sector in 18 countries, Beatrice has an expert knowledge of the printing industry and EU policies affecting the sector. Alongside leading Intergraf's EU advocacy for the graphical sector since 2003, Beatrice is also Secretary General of the World Print & Communication Forum. Since 2015, she additionally manages FTA Europe, the European association for flexographic printing.

### DARRYL DANIELLI | EDITOR AND PUBLISHER, PRINTWEEK

Darryl Danielli joined Printweek as a part-time editorial assistant in 1997 while studying. During the past 20-plus years has held a variety of roles on the magazine, culminating in being appointed editor in May 2006 and then publisher in 2013 when the brand joined the Mark Allen Group. While his role may have evolved, two things have remained constant: his admiration of those who drive the industry forward and his faith in the power of print.

### DAVID GOCHFELD | CREATIVE DIRECTOR, XR STORIES

David Gochfeld is an international award-winning XR creator specializing in interactive narrative experiences blending traditional theatrical techniques and cutting-edge immersive technology. His pioneering work with live performance in virtual reality has appeared at festivals and conferences worldwide. He is currently a Research Fellow with XR Stories, at the University of York.

### DAVID PICKLES | CO-FOUNDER AND HEAD OF MARKETING, DUGUUD

David is co-founder and Head of Marketing at DUGUUD. In addition David is CEO at Simbiotik, a leading brand partnership consultancy with clients that include M&S, PepsiCo and WaterAid. David is a founding member of The Million Tree Pledge which enables UK SMEs to reach carbon sub-zero. He also holds a board advisory role for Dash Rides an e-bike subscription business and co-founded TangoTab UK which helps feed Britain's hungry.

### DEBBIE WALDRON-HOINES | CO-FOUNDER, WOMEN IN PACKAGING

Managing Director of Avant-Tout (Management Services) Ltd and Co-Founder of Women in Packaging UK Ltd. With over 25 years in the print and packaging industry, Debbie has experience in a number of senior positions as well as co-founding Women in Packaging, an initiative to connect female employees across the diverse packaging industry. She is also a Liveryman of the Worshipful Company of Stationers and Newspaper Makers.

### DEBORAH CORN | INTERGALACTIC AMBASSADOR TO THE PRINTERVERSE

Deborah Corn is the Intergalactic Ambassador to The Printerverse, providing printspiration and resources to print and marketing professionals through her website, PrintMediaCentr.com. She has 25+ years of experience working in advertising as a Print Producer and now works behind the scenes with printers, suppliers and industry organisations helping them achieve success with their social media, content marketing, event marketing and sales endeavours.

### FORD BOWERS | CEO, PRINTING UNITED ALLIANCE

Ford Bowers is CEO of PRINTING United Alliance, the most comprehensive member-based printing and graphic arts association in the United States. PRINTING United Alliance is the combined entity of Specialty Graphic Imaging Association (SGIA), Printing Industries of America (PIA), NAPCO Media, and Idealliance. Ford currently serves as CEO, where he continues to further the organisation's initiative, providing unparalleled education, events, government affairs, and more; across all printing communities.

### FRANK ROMANO | PROFESSOR EMERITUS & PRESIDENT, MUSEUM OF PRINTING, MASSACHUSETTS

Frank Romano is RIT Professor Emeritus and President of the Museum Printing in Massachusetts. He has spent over 60 years in the printing industry and is the author of 63 books and a plethora of articles.

### GARETH WARD | MANAGING DIRECTOR, PRINT BUSINESS

The Man in the Hat has been tracking and predicting trends and technology in the printing industry for more than 30 years and now runs Print Business magazine and website and is frequently called upon for thoughts and impressions about print. His unequalled view across the breadth of the industry and beyond makes him unique in being able to understand any aspect of the current industry and its future directions.

### GUY UTLEY | FOUNDER AND CREATIVE DIRECTOR, TALL AGENCY

In 2011 Guy founded TALL out of a small spare bedroom in Huddersfield. His aim was to create an agency of collective professionals each at the top of their game, sharing the same goal of delivering exceptional digital creative backed up by exceptional client management. Nearly 10 years on, he has weathered tough times, one recession, and now 'amid' another unprecedented period, but TALL continues to thrive in this ever-changing environment.

### JIM FARMERY | DEVELOPMENT DIRECTOR, XPLOR

Jim launched the world's first web browser enabled set top box for BT and Deutsche Telecom, before moving into creative sector development and subsequently worked at Creative England developing a range of support programmes across the country. He setup the XPLOR research arm at Backstage Academy, and established the first research centre in the world dedicated to live events and entertainment research.

### JON BAILEY | CHIEF OPERATING OFFICER, PRECISION PROCO

With over 20 years' experience of cutting-edge digital print technology and a passion for exquisite customer service, Jon is dedicated to keeping print relevant. His passion for print, culture and customer engagement has rocketed Precision Proco to the top of the list when it comes to innovative commercial print. As COO, Jon is spearheading the group sales & marketing activity which includes the exciting new print management initiative and global technology platforms.

### LIZA FREUDMANN | DIRECTOR, BLA

With 20+ years of senior brand and marketing experience under her belt, Liza excels at balancing the commercial with the creative. Whilst at M&S Liza got the sustainability bug, leading the marketing for the best-in-class Plan A, including launching the Shwopping initiative and the community volunteering programme, Spark Something Good. She now focuses on projects that allow her to cut through the complexity of sustainability messaging and translate it into meaningful, engaging communications.

### MATHEW FAULKNER | HEAD OF MARKETING, CANON

Mathew has been Head of Marketing for Canon Europe's Professional Print portfolio since February 2019. He is responsible for strategic marketing and product management supporting sales organisations across EMEA. Passionate about print and the value it can bring, his background in creative, technology and marketing functions has given him a keen appreciation for customer need and the ability to deliver innovative solutions to help business growth.

### NIGEL CLIFFE | LINKEDIN LEADERSHIP INSTRUCTOR, VALUE EXCHANGE

Nigel is a full-time LinkedIn trainer and consultant that provides real-life examples of what can be achieved on LinkedIn. He provides his top tips on how to maximise your time and effort on LinkedIn and has worked with a range of brands and sales professionals to do so.

### PETER GRINDROD | PROFESSOR OF MATHEMATICS UNIVERSITY OF OXFORD

Peter Grindrod is an internationally known expert on digital transformation, data science and behavioural analytics across multiple customer-facing sectors. He is a professor of mathematics at the University of Oxford. He has honorary doctorates from two UK universities, and he is a former president of the Institute of Mathematics and its Applications. He has worked in the UK, EU, US, Japan and China.

### ROB SINDERMANN | SENIOR DIRECTOR FOR DESIGN, ASDA

Rob Sindermann is ASDA's Senior Director for Design, looking after how the brand shows up visually across all channels. Rob joined ASDA in 2018 as an award winning design leader in the agency world. Since joining he has also overseen ASDA's creative in-housing, launching Studio 368 which now delivers design, artwork and copy for print, CRM, Motion Graphics, and Content.

### SHAY MORADI | VP OF INNOVATION AND EXPERIENTIAL TECHNOLOGY, VITAL AUTO

Shay Moradi is an analogue aficionado, in a world full of digitally mediated experiences. Working at Vital Auto, one of the most ground breaking automotive consultancies and design studios. Shay and the team are imagining and making the future of mobility, with the likes of Arrival, Pininfarina, Bugatti Rimac, Geely, Tata, Royal Enfield and BSA.

### STEFAN CASEY | INNOVATION LEAD FOR PACKAGING, NESTLÉ

Stefan is a senior creative, an innovator and curator of ideas. He is innovation lead for Nestlé confectionery. Stefan is a creative, a digital evangelist, who brings together design, and insights through the eyes of the consumer. He has 20 years global experience developed working with iconic brands and retailers who inspires and collaborates on a global scale to help realize innovation through packaging

### STEVE MIDDLETON | SALES DIRECTOR, CELLOGLAS

Steve Middleton, has been at the cutting edge of decorative print finishing for the over 40 years. As the Creative Director for Celloglas he works with both printers and brands to help 'make print memorable'. Steve believes that in an age of sustainability the challenge on brand owners to make their products stand out, and at the same time be more sustainable is more relevant than ever.

### CDI (CREATIVE DIGITAL INDUSTRIES) IS A SPECIAL INTEREST GROUP OF THE BPIF AND BRINGS YOU VMC

CDI exists to support and inform the creative and digital industry. Our experts are able to deliver professional advice ranging from core business services such as HR, H&S and legal, to training and marketing. We aim to encourage collaboration within our industries with the intention of increasing regional and national growth.

### JO PYBUS | SUSTAINABILITY AND PUBLIC AFFAIRS MANAGER, ESSITY

Jo has worked in the paper and tissue industry for nearly 20 years with roles spanning across operations through to retail brand management. She is currently the Sustainability and Public Affairs Manager for Essity in the UK and Ireland. Having worked across so many different areas of the industry, she has a deep understanding of the challenges, complexities and opportunities that come with working to deliver and communicate sustainable impact.

### JONATHAN TAME | MANAGING DIRECTOR, TWO SIDES

Jonathan is Managing Director for the Two Sides campaign, which promotes the sustainability of print, paper and paper packaging. With 30 years' experience in this sector, recent roles included; Head of Environment for PaperlinX merchants, and leading a successful government programme to increase consumption of recycled paper. He also runs a successful carbon consultancy, helping organisations reduce their carbon emissions and impacts on climate change.

### MARK PALMER | CO-FOUNDER, MAVERICK PLANET

Mark is the founder of Maverick Planet. The projects Maverick Planet works on are diverse and often in multi-markets, working with brands including, Google, BskyB and many more. Originally a mathematician and physicist, Mark became a market researcher, marketer and change practitioner. For 20 years he was the Executive Head of Strategy and Communication Planning at some of the most regarded agencies, including; DDB, WCRS and OMD, plus named as the strategist in Campaign Magazine's fantasy agency of the millennium.

### MORTEN REITTOFT | EDITOR IN CHIEF, INKISH TV

Morten is the editor of INKISH. INKISH has become an essential media in the global printing industry with INKISH.NEWS and INKISH.TV. Both channels are getting more and more viewers and readers and play an indispensable role. Morten B. Reitoft has also become a recognized speaker at various events, conferences, and webinars and always delivers alternative, engaging, and inspiring alternatives to the topic.

### OLIVER COCK | DIRECTOR OF CORPORATE RESPONSIBILITY, COMMUNIS

Oliver is a renowned leader with over 30 years' experience of delivering outstanding results in a variety of industries and sectors. He has held senior roles at Diageo, Compass Group and Communis and has over first-hand experience of how to improve transparency and sustainability with clients and suppliers whilst also delivering improved financial performance.

### RACHEL ALDIGHIERI | MANAGING DIRECTOR, DMA

As the managing director of the DMA, the UK trade body for the data and marketing industry led by customer-first principles and a Code of ethics, Rachel works closely with many of the UK's most forward-thinking agencies, brands and tech companies to promote a truly customer-centric approach to marketing.

### SABINE GELDERMANN | DIRECTOR, DRUPA

Sabine Geldermann entered the international trade fair business in 1992. During her career she has been responsible for various international trade fairs with a dedicated focus on the strategic development and further internationalization. Next to drupa, she is also in charge of the ongoing international expansion of related trade fairs in the drupa portfolio such as: All in Print China, Shanghai, Pack Print International Bangkok, Thailand, and Print & Digital Convention in Düsseldorf, Germany.

### SIR ROGER MARSH OBE DL | CHAIR LEEDS LEP, NP11

Sir Roger Marsh is Chair of the Leeds City Region Enterprise Partnership (LEP), the public – private sector partnership promoting the Leeds City Region's interests on a national and international scale, helping enterprise and business to thrive and unlocking potential through partnership.

### STEPHEN KNIGHT | FOUNDER, PIMENTO

Stephen Knight is a former Advertising Executive, Brand & Marketing Director and CMO with over 30 years sales and marketing experience. Stephen has held a variety of positions at major international agencies including LoweHoward-Spink and WCRS. Having worked successfully above and below the line, he founded Pimento in 2005, the UK's leading independent agency network. From 2013-2016 Stephen extended his role at Pimento with interim contracts at SSE as Head of Brand, Marketing and CMO

# LIVE SESSIONS

21-23 SEPTEMBER

Thank you for joining us for VMC 2021. This year we are pleased to welcome you back to VMC virtually with a linear conference on the 21 - 23 September, providing a hybrid programme of live-streamed and virtual events.

The three days will take you on a journey, exploring key topics around sustainability and innovation, including the arguments for why and how to innovate and stay sustainable, and what this could mean for your business as well as the environment.

For further topic details, take a look at our content guide below of live sessions that have been scheduled for the three days, from international panel discussions, keynote presentations and virtual demonstrations of the latest technology driving sustainability and innovation.

TUESDAY 21 SEPTEMBER	WHAT IS SUSTAINABILITY?
12.00 – 12.45	Virtual Networking / Login to Hopin Platform
13.00 – 13.30	VMC 2021 Welcome - Robert McClements, President CDI, Curator VMC and Sir Roger Marsh OBE DL, Chair Leeds LEP, NP11
13.45 – 14.15	Sustainability Panel - Darryl Danielli, Editor and Publisher, Printweek, Stephen Knight, Founder, Pimento, Jon Bailey, Chief Operating Officer, Precision Proco, Debbie Waldron-Hoines, Co-Founder, Women in Packaging
14.30 – 15.00	Gatherings, meetings of the future - now in virtual worlds - Andrew Hawken, Co-Founder, Mesmerise
15.00 - 15.15	BREAK
15.15 - 15.45	How did we get here? – Frank Romano, RIT Professor Emeritus and President, Museum of Printing, Massachusetts
16.00 – 16.30	Sustainability in Retail – The story of the ASDA Middleton store - Rob Sindermann, Senior Director for Design, ASDA
16.45 – 17.15	Behaviour and Truth - Peter Grindrod CBE, Professor of Mathematics, University of Oxford
17.30	Summary and day wrap up - Robert McClements, President, CDI, Curator VMC

WEDNESDAY 22 SEPTEMBER	EVOLUTION OF TECH FOR SUSTAINABILITY - HOW THE CREATIVE INDUSTRY HAS INNOVATED
09:00	Virtual Networking / Login to Hopin Platform
09.15 - 09.30	Day's Intro - Charles Jarrold, CEO, BPIF
09.30 - 10.00	Sustainability Drivers in Automotive Technology - Shay Moradi, VP of Innovation and Experiential Technology, Vital Auto
10.15 - 10.45	The Power of Print Finishes in the Sustainable Age - Steve Middleton, Sales Director, Celloglas in partnership with The Retail Institute
11.00 - 11.30	Creating an environmental & social impact business that is about measurable actions not words - Stephen Knight, Founder, Pimento, David Pickles, Co-Founder and Head of Marketing, DUGUUD, Mark Palmer, Founder, Maverick Planet Limited
11.30 - 12.00	BREAK
12.00 - 12.30	Make It Count: Maximising ROI from Print in the Marketing Mix- Mathew Faulkner. Head of Marketing, Canon Europe Marketing Team
12.45 - 13.15	Communicating sustainability – engaging customers, clients and colleagues, Liza Freudmann, Director, BLA
13.15 - 14.00	LUNCH
14.00 - 14.30	Navigating the New Road of Lead Generation - Deborah Corn, Intergalactic Ambassador to the Printerverse
14.45 - 15.15	Future of Live Events & XR - Jim Farmery, Development Director, EXPLOR
15.30 - 16.00	Innovation vs. Disruption - Morten Reitoft, Editor In Chief, INKISH TV
16.15 - 16.45	Intergraf International Panel - Charles Jarrold, CEO, BPIF, Sabine Geldermann, Director & Global Head Print Technologies, drupa, Beatrice Klose, Secretary General, Intergraf, Ford Bowers, CEO, PRINTING United Alliance
16.45 - 17.00	Summary and day wrap up - Charles Jarrold, CEO, BPIF
17.00 - 18.00	Virtual Networking and Drinks

THURSDAY 23 SEPTEMBER	ENVIRONMENTAL SUSTAINABILITY THROUGH INNOVATION - THE ENVIRONMENT
09:00	Virtual Networking / Login to Hopin Platform
09.15 - 09.25	Day's Intro - Amy Hutchinson, CEO, BOSS
09.25 - 10.10	Panel session: Environmental Disclosure, what's around the corner? Chaired by Martin Eames, Chair BOSS Single use Plastics Forum.
10.25 - 11.05	Transitioning from a compliance approach to an impact orientation. How do businesses embed sustainability and innovation in all they do. A presentation from BOSS member 3M.
11.20 - 11.50	How to innovate in an ever changing world - Stefen Casey, Innovation Lead for Packaging, Nestlé
12.00 - 12.30	BREAK OUTS: Option 1: Canon Live Technology Demonstration Option 2: Lifting the Lid off LinkedIn! - Nigel Cliffe, Value Exchange
12.30 - 13.00	LUNCH
13.00 - 13.40	Telling your sustainability story. How to communicate sustainability performance to key stakeholders - Jo Pybus, Sustainability and Public Affairs Manager, Essity
13.55 - 14.30	Why it's profitable to embrace sustainability? How to focus sustainability activities on generating financial returns.
14.45 - 15.15	Ethical Sustainability – transforming a potential threat into serious profitability - Oliver Cock, Director of Corporate Responsibility, Communis
15.25 - 15.55	PANEL: Gareth Ward, Editor, Print Business, Jonathan Tame, Managing Director, Two Sides, Rachel Aldighieri, Managing Director, DMA
16.05 - 16.35	Include everyone but innovate... What does that even mean? - Guy Utley, Founder and Creative Director, TALL Agency, Andrew Larking, Head of Design, Vanquis Bank
16.50 - 17.20	Virtual Realities: Presence, Performance and Story Worlds - David Gochfeld, Creative Director, XR Stories
17.20 - 17.30	Close and Wrap Up - Robert McClements, President CDI, Curator of VMC

In addition to all the live content available, there will be a variety of pre-recorded topics that are available for you to watch at your convenience through our exhibition channels.



Visit the VMC Hopin Platform to find out more details on all of the live and pre-recorded topics using our VMC QR code now.

Or visit: [hopin.com/events/visual-media-conference-sustainability-through-innovation](https://hopin.com/events/visual-media-conference-sustainability-through-innovation)  
We look forward to seeing you there!



\*timings and schedule are correct at time of printing\*

## OUR PARTNERS

A massive thank you to all our sponsors who have supported the Visual Media Conference 2021

### ORGANISERS



### FOUNDING PARTNERS



### PARTNERS



The theme of VMC this year is so relevant to our industry as we focus on sustainability through innovation. The conference continues to create opportunities to share learning with outstanding speakers whose experience and knowledge provide invaluable insights and solutions. As the BPIF extends its reach through the Communities of Interest, CDI (Creative Digital Industries) has established international engagement that covers the full spectrum of communications – the very issues that both compete with and complement print.

The BPIF has been recognised for its significant role in lobbying for and providing support throughout the pandemic. This year's conference looks to the future with a careful balance of innovation in technology and business methods that take a responsibility for their impact on the environment.

**CHARLES JARROLD**  
CEO, BPIF



BOSS are delighted to be partnering with BPIF and their special interest group CDI on the 2021 Visual Media Conference – Sustainability through Innovation. This year we're honoured to have been invited to be involved in curating Thursday's content which hones in on environmental sustainability.

I'm excited to hear from leading BOSS and BPIF members who will be sharing the latest on what lies ahead in environmental disclosure, and exploring how companies can transition from a compliance approach to an impact orientation. Expect to witness an abundance of examples of innovation from businesses that embed sustainability in everything they do. There will also be tangible takeaways on how to focus sustainability activities on generating financial returns in addition to how best to communicate sustainability performance to key stakeholders through a powerful story.

Thank you to all sponsors and supporters who have made this event possible.

**AMY HUTCHINSON**  
CEO, BOSS FEDERATION

## HOPIN PLATFORM

We look forward to welcoming you on to the platform. Please make sure to familiarise yourself with the Hopin Platform ready for the three days.

When you join the platform, you will be welcomed into the reception area which includes a further detailed schedule for the day. There will be an opportunity to Xplore the different virtual areas within the platform, including the Main Stage, Sessions, Networking and Exhibition areas.

There will also be an assisted chat function area which will keep you updated with the most recent and up to date information about what is going on throughout the three days.





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