

DscoopX Packaging Brand Event

Thursday, March 5, 2015

Washington D.C.

Gaylord National Resort & Convention Center

8:00 – 8:30	Registration and Coffee		
8:30 - 8:45	Opening		
8:45 – 9:30	Packaging in a Connected World	Mike Ferrari – President/Founder, Ferrari Innovation Solutions	The landscape is changing, and marketers need to navigate multimedia platforms and multiple shopper channels. Shopper behaviors are evolving and packaging needs to catch up to the meteoric rise of the internet. Digital package print technology is the solution and numerous brands are having success connecting packaging and creating relevancy and engagement.
9:30 – 10:00	Transitioning from Conventional to Digital – Separating Fact from Fiction	Craig Curran – VP Sales and Marketing, Nosco Gary Bernier – Strategic Business and Brand Development, Labels and Packaging, HP	This session will dispel the key myths associated with digital printing from the past, explaining how simple it is and the benefits of converting from conventional to digital printing.
10:00 – 10:15	Break		
10:15 – 10:45	Stay Extraordinary: A Coca-Cola Case Study	Christian Menegon - Business Development Manager Industrial Products, HP Yoav Lotan – Product Marketing Manager, HP	Coca-Cola gets personal on the shelf and around the world with the hyper-customization of labels to grow their brand. But they did not stop there. The recently launched “Stay Extraordinary” campaign focused on a one-to-one connection through design. Learn how social media channels came alive and resulted in brand growth.
10:45 – 11:30	Leveraging a Very Underleveraged Marketing Asset	Jim Stengel – President/CEO, The Jim Stengel Co.	Rethink your business and your brand by leveraging packaging in the digital times we live in.
11:30 – 12:15	Lunch Creating the Extraordinary - Exercise	Ed Wiegand – Executive Vice President, The Matlet Group	Using audience participation, this session will demonstrate the ease of a digital workflow from “end to end” to create a personalized package.
12:15 – 1:45	Printing the Extraordinary - Brand Showcase	Ed Wiegand – Executive Vice President, The Matlet Group	Watch how a digital workflow prints and finishes your newly created personalized package right before your eyes.
1:45 – 2:15	Wrap up and close		