

# Lyon 2017

- We've got something truly special in store for you for the next three days. Enjoy the taste of innovation as the **Dscoop Print Experience** offers you an eclectic menu of advanced technologies, thought-provoking discussions and rich networking opportunities.
- Learn about the latest trends, success stories and information in digital printing from the industry's leading experts in our **incredible spread of educational sessions** on Thursday and Friday. And of course, don't miss our inspiring keynote speakers.
- There is no shortage of occasions to relax with your friends or meet new ones during our **exciting social events**. Get to know everyone at the Opening Reception on Wednesday evening and unwind at the Dscoop Party on Thursday.

## Inkspiration Awards

This annual contest showcases the best campaigns of the year produced by HP customers and how they're revolutionizing the world of digital printing. Come celebrate creativity at the Inkspiration Awards Ceremony powered by HP & Dscoop.

All the campaigns that were submitted to the Inkspiration awards can be seen in the Foyer next to the Solutions Showcase.



# Schedule

DAY 1  
7 June 2017



	AUDITORIUM	SOLUTIONS SHOWCASE
	10:00 - 20:00 Registration	
15:00		
15:15	Opening Ceremony	
15:30	Keynote Presentation	
15:45	The science of seeing differently <i>Beau Lotto</i>	
16:00		
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16:45	Inkspiration Awards	
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18:30		Solutions Showcase
18:45		Opening Reception
19:00		
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		<p><b>THEATRE</b></p> <p><b>Partner Announcements</b></p> <p>17:30 Enfocus - Switch PDF Review Module</p> <p>17:40 Taopix - 3D Preview Feature</p> <p>17:50 Highcon - Boosting the Highcon Euclid – special Dscoop Launch</p> <p><b>HP Sessions</b></p> <p>18:00-18:15 HP PrintOS Print Beat</p> <p>18:20-18:25 HP financial services</p> <p>18:30-18:35 Success that speaks volume</p> <p>18:40-18:55 HP PrintOS Box</p> <p>19:00-19:05 HP financial services</p> <p>19:05-19:15 HP Service advantage</p>

BUSINESS MODELS

PRODUCTION MANAGEMENT

SALES & MARKETING

INNOVATION / FUTURE TRENDS

GLOBAL PHOTO SUMMIT

# Schedule

DAY 2  
8 June 2017



BELLECOUR 1&2    BELLECOUR 3    TÊTE D'OR 1&2    SALON TÊTE D'OR

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11:30-11:45	Superchanging your company for fast growth	The perfect mix for developing an innovative company	Brand work undercover	Agility scales: shifting teams in better shapes
12:30-12:45	Blend in, build your own customer experience and NPS programme	Digital all the way - Digital finishing completes digital printing?	Selling added value in the label and packaging industry	
14:15-14:30	Major consumer trends - 2020 forecast	Digital print enhancement, the time is now	Stir things up! Print beyond graphics - Security printing and Indigo	Massively improve your sales with little or no extra effort
15:00-15:15	A new age PSP - Solution selling in the digital age	<b>PHOTO</b> HP Indigo's photo journey <b>Keynote Presentation</b> <i>The Shutterfly story</i> State of the industry & photo segment trends Customer experience on trends Customer panel: reinventing photo	Visionary L&P	Digital transformation - Challenges and opportunities
15:30-15:45	Designing customer experiences using HP Mosaic		The raw truth about 3D printing	Print is transforming interior decoration. Something for you?
16:45-17:00	The brand code is cracked A system for individualized approach		PrintOS one year on - What have you been missing out?	Optimize productivity for short run poster production
17:45-18:00	Personalization: back to the future		The LEAN machine	Sink or share: Social media is no longer an option for your business

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AUDITORIUM		SOLUTIONS SHOWCASE		
08:00 - 18:00 Registration				
<b>Keynote Presentation</b>  Massively improve your success <i>Mark Rhodes</i>		<b>Solutions Showcase</b>	<b>Coffee break</b>	<b>THEATRE</b>  <b>Partner Announcements</b> 10:30 Ultimate Solutions - How automated finishing increase ROI and quality 10:40 MYPACK - the connected and customised packaging
			<b>Lunch</b>	<b>Partner Session</b> 13:15-13:45 Infigo Software - Reinventing how brands engage their customers to deliver loyalty
			<b>Coffee break</b>	<b>HP Sessions</b> 16:00-16:15 HP PrintOS Site Flow 16:20-16:30 HP Service Advantage
<b>DSCOOP Party</b> - La Sucrière 49-50, Quai Rambaud 69002 Lyon				

BUSINESS MODELS

PRODUCTION MANAGEMENT

SALES & MARKETING

INNOVATION / FUTURE TRENDS

GLOBAL PHOTO SUMMIT

INKJET

BELLECOUR 1&2

BELLECOUR 3

TÊTE D'OR 1&2

SALON TÊTE D'OR

# Schedule

DAY 3  
9 June 2017



HOTEL CROWNE PLAZA

GRATTE-CIEL 3

AUDITORIUM

SOLUTIONS SHOWCASE

08:00 - 14:00 Registration

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## PHOTO

Networking and light breakfast

Keynote Presentation

*Nir Chinsky*

The future of cut print photos panel

Pro-lab session: how to succeed and thrive in the photo industry in the digital age

Mobile success stories: how companies embraced and leveraged mobile and how PSPs can benefit as well

## FLEXIBLE PACKAGING

Customer sharing on flexible packaging market trends

Innovation in flexible packaging for HP digital print

Flexible Packaging: a case for change

Cost versus Value. How to monetize digitally printed packaging?

## GCP

Critical trends: commercial printing

Thought leadership workshop

All for 1 and 1 for all - How to make quantities of 1 profitable for the B2C market

## LABELS

Ask the experts

Beyond labels

Critical trends: labels & packaging

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## FC

Folding Carton revolution

Brands love HP Indigo

Your success Our obsession

HP Indigo 30000

Customer panel - Customers sharing their winning strategies

## INKJET

HP Inkjet business and future direction

Trends and observations in direct mail and customer communications

Inform P. Lykos SA

Welcome coffee

Solutions Showcase

Brunch

Keynote Presentation

Dscoop recipes for success  
*Alon Bar-Shany*

# Educational Sessions day 1



- **Partner Announcement: Enfocus – Switch PDF Review Module**

Time: 17:30 - 17:40

- **Partner Announcement: Taopix – 3D Preview Feature**

Time: 17:40 - 17:50

- **Partner Announcement: Highcon – Boosting the Highcon Euclid – special Dscope Launch**

Time: 17:50 - 18:00

- **Increase your Print Production efficiency with PrintOS Print Beat application today!**

Time: 18:00 - 18:15

Session track: HP Sessions

Use Print Beat near real time and historical operational press data to continuously drive operational improvements today and moving forward.

- **Accelerating innovation with HP Financial Services**

Time: 18:20 - 18:25

Session track: HP Sessions

You are on a digital transformation journey but you also need an investment strategy to help your business get to where you need to be. Join HP Financial Services to learn how we can help enable your transformation with innovative financing and investment solutions to propel your business forward.

- **Success that speaks volume: grow your business and engage your customers with HP Advantage program**

Time: 18:30 - 18:35

Session track: HP Sessions

Learn how to grow your business, develop your market and engage your customers thanks to HP Advantage program providing sales and marketing business development program for GSB customers.

- **Streamline your file receipt and preparation process with HP PrintOS Box**

Time: 18:40 - 18:55

Session track: HP Sessions

Learn how to accelerate files receipt, reduce your preparation process and enable more jobs in a day, simply thanks to HP PrintOS Box.

- **Accelerating innovation with HP Financial Services**

Time: 19:00 - 19:05

Session track: HP Sessions

You are on a digital transformation journey but you also need an investment strategy to help your business get to where you need to be. Join HP Financial Services to learn how we can help enable your transformation with innovative financing and investment solutions to propel your business forward.

- **From Customer Support to Customer Success with HP Service Advantage**

Time: 19:05 - 19:15

Session track: HP Sessions

Learn how HP can help your business become more productive and profitable, beyond the press.

# Educational Sessions day 2



- **Partner Announcement: Ultimate Solutions - How automated finishing increase ROI and quality**

*Time: 10:30 - 10:40*

- **Partner Announcement: MYPACK - The connected and customized packaging**

*Time: 10:40 - 10:45*

MYPACK is the leading packaging scanner app that allows customers to access exclusive content via mobile device. Thanks to digital printing, MYPACK turns each packaging into a unique object for multiple engaging scenarios such as lottery games and customer personalization.

- **Supercharging your company for fast growth**

*Time: 11:15 - 12:00*

*Session track: Business Models*

*Target audience: Commercial, L&P, Publishing, Photo*

*Speaker: Udi Vaks, Business Manager, HP Indigo*

A practical guide on how to deliver customer success-driven growth and profitability – seeing Customer Success not as a way to make customers “happy,” but as a true Growth Engine.

- **The perfect mix for developing an innovative company**

*Time: 11:15 - 12:00*

*Session track: Business Models*

*Target audience: Commercial, L&P, Publishing, Photo*

*Speaker: Stéphane Schultz, Strategy Consultant, CEO and Founder, 15marches*

Consumers have changed the way they choose, buy and use products. They have changed the way they interact with brands, middle men and other consumers. Newcomers are challenging companies with more customer friendly offers.

*Language: RUS*

- **Brand work undercover**

*Time: 11:15 - 12:00*

*Session track: Sales & Marketing*

*Target audience: Commercial, L&P, Publishing, Photo*

*Speakers:*

*Sarah Wilhelmina Dekker, Brand Manager, Amarula*

*Claudia Agostinell, Brand & Communications Manager, SA Litho Label Printers*

*Moderated by Hadar Peled Vaissman, Creative Manager, HP Indigo*

In this exclusive session, Amarula Brand Manager, Saramien Dekker, SA Litho Brand & Communications Manager, Claudia Agostinell, and HP Indigo's Creative Manager Hadar Peled-Vaissman walk you step by step through the process of creating successful campaigns for brands, and share tips for print service providers who want to improve the chances of collaborating with brands - big and small.

- **Agility scales: shifting teams in better shapes**

*Time: 11:15 - 12:45*

*Session track: Business Models*

*Target audience: Commercial, L&P, Publishing, Photo*

*Speaker: Jurgen Appelo, Creative Networker*

You want to scale agile, but you don't know how. You like some methods and frameworks, but they don't fit in your context. You know the organization needs to change, but there is a strong sense of “change resistance”.

- **Blend in, build your own customer experience and NPS programme**

*Time: 12:15 - 13:00*

*Session track: Business Models*

*Target audience: Commercial, L&P, Publishing, Photo*

*Speaker: Udi Vaks, Business Manager, HP Indigo*

A step by step guide into how to build in less than 2 hours a customer Experience and NPS program including survey's and a robust close the loop process.

# Educational Sessions day 2



- **Digital all the way – Digital finishing completes digital printing?**

Time: 12:15 - 13:00

Session track: *Production Management*  
Target audience: *Commercial, L&P, Publishing, Photo*

Speakers:  
*Joris Bosch, Technical Director, Drukkerij Wihabo*  
*Eran Friedman, VP Marketing, Ilan Print*  
*Eshchar Ben-Shitrit, VP Marketing, Highcon Systems*

Join this session to learn how successful innovative companies are using Highcon digital cutting and creasing to transform their digital printing workflow, breaking the limits of what is possible.

Sponsored by *Highcon*

Language: *RUS*

- **Selling added value in the label and packaging industry**

Time: 12:15 - 13:00

Session track: *Sales & Marketing*  
Target audience: *L&P*

Speakers:  
*Cees Schouten, Technical Director, Geostick Group*  
*Iban Cid, General Director, GERMARK, S.A.*  
*Chris Tonge, Director, Ultimate Packaging*  
Moderated by *Christian Menegon, Business Development Manager Industrial Products, HP*

Find out how successful print service providers have generated added value for customers – and for themselves.

Language: *RUS*

- **Partner Session: Infigo Software - Reinventing how brands engage their customers to deliver loyalty**

Time: 13:15 - 13:45

Speaker: *Douglas Gibson, Managing Director, Infigo Software*

The digital revolution means consumer choice is greater than ever. We'll demonstrate how we're helping brands and suppliers to enter new markets, increase engagement and improve profitability via a robust digital solution. It's not to be missed.

- **Major consumer trends - 2020 forecast**

Time: 14:00 - 14:30

Session track: *Innovation / Future Trends*  
Target audience: *L&P*

Speaker: *Gil Horsky, Global Chocolate Innovation Executive, Mondelez International*

Take a sneak peek into the future! Learn about the leading consumer trends that will revolutionize the retail and fast-moving-consumer-goods (FMCG) industry in the coming years. These trends are defined as a sustained change in consumer attitudes, needs and behaviours.

Language: *RUS*

- **Digital print enhancement, the time is now**

Time: 14:00 - 14:30

Session track: *Business Models*  
Target audience: *Commercial, L&P, Publishing, Photo*

Speaker: *Amit Shvartz, VP Marketing, Scodix*

In a recent InfoTrends survey, roughly half of the PSP's Indicated they are considering a digital print enhancement system in the next two years. Listen to how Scodix customers are benefiting in leading this trend, growing their market position, revenues and profits.

Sponsored by *Scodix*

- **Stir things up! Print beyond graphics – Security printing and Indigo**

Time: 14:00 - 14:30

Session track: *Production Management*  
Target audience: *Commercial*

Speaker: *Yuval Golan, Manager, Future Platforms & Technology, Strategy & Business Management, Indigo Division, HP*

Brands and agencies across the world are expressing a growing need to fight counterfeiting and diversions while tracking their products through supply chains & retail. HP Indigo offers a broad set of solutions to these needs – from special inks to serialization concepts and track & trace solutions.

# Educational Sessions day 2



- **Massively improve your sales with little or no extra effort**

Time: 14:00 - 14:30

Session track: Sales & Marketing

Target audience: Commercial, L&P, Publishing, Photo

Speaker: Mark Rhodes, Published Author, International Speaker and Business Mentor

Strategies and Process/Techniques are key in successful selling and winning more business. Mark will share with you the way to implement simple strategies he uses every day to help all types of companies to win more business. Join this session and develop your own blueprint for winning more business and getting ahead of your competition.

Language: RUS

- **A new age PSP – Solution selling in the digital age**

Time: 14:45 - 15:15

Session track: Business Models

Target audience: Commercial, L&P

Speaker: Adam Curtis, CEO Hirt & Carter / Uniprint

Customers require more from their PSPs. Integrating software and services into your print offering can increase your success rate, but requires a new sales methodology. In this session Adam Curtis will share how Hirt & Carter / Uniprint in South Africa are tackling this challenge across Commercial Print, Labels and Packaging, in South Africa. Understand how a customer centric approach with an integrated selling strategy can grow your business.

- **Visionary L&P**

Time: 14:45 - 15:15

Session track: Production Management

Target audience: L&P

Speaker: Adrian Tippenhauer, CEO, RAKO

What are our next steps as an industry? Understanding the new potential we can take advantage of in print.

Language: RUS

- **Digital transformation - Challenges and opportunities**

Time: 14:45 - 15:15

Session track: Sales & Marketing

Target audience: Commercial, L&P, Publishing, Photo

Speaker: Michael Buck, Co-Founder and CEO, Convidera GmbH

We are living in the age of a digital revolution. For companies, this is a critical time. They must dare jumping from an old world into a new world, and ensure their end-to-end value chain meets the new requirements.

Language: RUS

- **HP Indigo's photo journey**

Time: 15:00 - 15:30

Session track: Global Photo Summit

Target audience: Photo

Speaker: Alon Bar Shany, General Manager, HP Indigo

Alon Bar Shany, General Manager of HP Indigo, will share his vision about HP Indigo's photo journey and growth potential of the photo market. Alon will talk about connecting today's world with digital printing capabilities to consumer demands, as well as how HP Indigo's unique and advanced technology has evolved during the past two decades.

- **Designing customer experiences using HP Mosaic**

Time: 15:30 - 16:00

Session track: Innovation / Future trends

Target audience: Commercial

Speakers:

Paul Randall, WW Brands Innovation Manager, HP

Paul Regan, Director, FE Burmans

How long do brands have to connect with their target consumers? Just a few seconds! How many marketing messages do we as consumers face each day? Thousands and thousands!

Language: RUS

# Educational Sessions day 2



- **Keynote Presentation: The Shutterfly Story**

Time: 15:30 - 16:00

Speaker: Dwayne Black, Chief Operations Officer / SVP, Shutterfly Inc.

- **The raw truth about 3D printing**

Time: 15:30 - 16:00

Session track: Innovation / Future Trends

Target audience: Commercial, L&P, Publishing, Photo

Speakers:

Matteo Rigamonti, Founder, Pixart

Adrian Tolley, Operations Director, Prime Group

Joana Mayeur de Medina, France Sales Manager 3D Printing, HP

Moderated by Brice Valantin, General Director, Valblor

Does 3D printing represent the future? Should you embrace it today, or is not relevant for you? Attend our panel session to better understand both sides.

- **Print is transforming interior decoration. Something for you?**

Time: 15:30 - 16:00

Session track: Production Management

Target audience: Commercial

Speaker: Terence (Terry) Raghunath, Business Development for Printed Decorative Applications, HP

HP has countless customers who are using HP technology to print wallpaper, window blinds, canvas prints, upholstery, floors and curtains. Want to know more? Join the session, and find out.

- **HP Sessions: HP PrintOS Site Flow**

Time: 16:00 - 16:15

Session track: HP Sessions

Say Yes with PrintOS. Learn how to print and ship 90,000 unique orders within 2 days, and set-up for it in a day!

- **Market intelligence: State of the industry and photo segment trends**

Time: 16:00 - 16:30

Session track: Global Photo Summit

Target audience: Photo

Speaker: Jeremy Wills, Senior Market Analyst, Future Source

Jeremy Wills, Senior Market Analyst, Future Source, will discuss trends in the photo market. Where we are and where we are heading in today's digitally and mobile-lead world.

- **HP Sessions: From Customer Support to Customer Success with HP Service Advantage**

Time: 16:20 - 16:30

Session track: HP Sessions

Learn how HP can help your business become more productive and profitable, beyond the press.

- **The brand code is cracked – A system for individualized approach**

Time: 16:45 - 17:15

Session track: Innovation / Future Trends

Target audience: Commercial, L&P, Publishing, Photo

Speaker: Michael Wietkamp, CEO & Owner, Ortmeier Medien Gruppe

Individualization and customizing – trends that fit the times more than ever. The customer of today is used to having his offers individually provided for him.

Language: RUS



# Educational Sessions day 2



- **PrintOS one year on - What have you been missing out?**

Time: 16:45 - 17:15

Session track: Business Models

Target audience: Commercial, L&P, Publishing, Photo

Speakers:

Magnus Sahlén, VP Sales & COO, Exakta Print

Ade Onabanjo, Operations Director, FE Burmans

Moderated by Adam Goldthorp, PrintOS Category Manager, HP

HP PrintOS was launched in Drupa 2016 and has already benefitted more than 2000 users. Among its 10 applications, PrintBeat, Media Locator, Site Flow, Knowledge and Box are the stars.

- **Optimize productivity for short run poster production**

Time: 16:45 - 17:15

Session track: Production Management

Target audience: Commercial

Speaker: Arie Stout, EMEA PageWide Business Development, HP

Join this session to have a demonstration on the versatility and high speed of the HP PageWide XL Printer for retail poster production on various materials. For short poster runs, this printer could be a viable alternative to offset printing as it significantly reduces production time.

- **Customer experience on trends**

Time: 17:00 - 17:30

Session track: Global Photo Summit

Target audience: Photo

Speaker: Julian Marsh, Commercial Director, District Photo & Harrier

Julian Marsh, Commercial Director, District Photo & Harrier, will share the different trends he has observed over the last few years and the transition of photo production, from mail order analogue processing to online digital production. He will elaborate on the challenges faced due to seasonality and growth niches being explored.

- **Personalization: back to the future**

Time: 17:30 - 18:00

Session track: Business Models

Target audience: Commercial, L&P, Publishing, Photo

Speaker: Richard Askam, Founder, Wooly North Consulting Limited - The Communications People

Can you increase the value of your customer base? Find out how collaboration, personalization, and one-to-one marketing are changing the marketplace.

Language: RUS

- **Customer panel: Reinventing photo**

Time: 17:30 - 18:30

Session track: Global Photo Summit

Target audience: Photo

Speakers:

Eric Kok, Vice President of Manufacturing at Shutterfly, Inc,

Renaud Besnard, Group Production Director, Photobox Group

Laurent Molveau, Worldwide Business Development Manager, Link Technology

Rick Bellamy, CEO, RPI

Speakers will discuss print production control, customer engagement, peak season and off season workflow management, and other interesting topics, during this insightful panel of how we can all reinvent our photo business.

- **The LEAN machine**

Time: 17:30 - 18:00

Session track: Business Models

Target audience: Commercial, L&P, Publishing, Photo

Speakers:

Mustapha Zaouali, Director of Production Operations, Photobox

Claude Hanocq, Production Director - France & Spain, Photobox

Discover the lean management techniques that enabled Photobox to surge forward.



# Educational Sessions day 2

- **Sink or share: Social media is no longer an option for your business**

Time: 17:30 - 18:00

Session track: Sales & Marketing

Target audience: Commercial, L&P, Publishing, Photo

Speaker: Deborah Corn, Intergalactic Ambassador, Print Media Centr

The "share" generation will control billions of buying dollars by 2020. Printers and suppliers must learn how to connect and engage with the Millennials before it's too late. Best practices for relevant social channels, tips for growing audience, reach and awareness included.

Language: RUS

- **Innovation in flexible packaging for HP digital print**

Time: 10:30 - 11:15

Session track: Production Management

Target audience: L&P

Leading brands choose HP Indigo to create great shelf appeal and engage with the consumer through packaging. Several of our preferred solution partners will share their view and experiences with the increase of HP Indigo digital technology in a growing Flexible Packaging industry. Listen and ask questions to our panel of industry expert guests.

- **Flexible Packaging: a case for change**

Time: 11:30 - 12:00

Session track: Production Management

Target audience: L&P

Speaker: Amir Raziel, Flexible Packaging Business Manager, HP Indigo EMEA

A session for novices in digital print. Together we will review the consumer and market trends that call for a change in the Flexible Packaging market and how they can leverage digital print as an opportunity for increased margins.

- **Cost versus Value. How to monetize digitally printed packaging?**

Time: 12:15 - 12:45

Session track: Sales & Marketing

Target audience: L&P

Speaker: Jan Van Daele, WW Brand Innovation Manager, HP Graphics Solutions Business

Brands are beginning to understand the added value they can get from digitally printed packaging and they appreciate it is not just about niche and short runs anymore. However, often the discussion ends when they hear about the cost.

Language: RUS

# Educational Sessions day 3

## Flexible Packaging

- **Customer sharing on flexible packaging market trends**

Time: 09:30 - 10:15

Session track: Production Management

Target audience: L&P

Speakers:

Franck Caresmel, Vice-President, UniPackaging

Graham Finke, Managing Director & Co-Founder, Didget Printing (Pty) Ltd

Oliver Fankhauser, wipf

Moderated by Riki Tzirin, Senior Account Manager for the Packaging Market, HP Indigo

Language: RUS



# Educational Sessions day 3

## Photo

- **Keynote Presentation**

*Time: 9:00 - 9:45*

*Speaker: Nir Chinsky, Head of EMEA Google Cloud*

Mr. Nir Chinsky, Head of EMEA Cloud Platform, Google, talks about the new tools developed by Google that are available to PSPs to enable customers to create albums easier and faster and will present the new service offered by Google Photos.

- **The future of cut print photos panel**

*Time: 9:45 - 10:30*

*Session track: Global Photo Summit  
Target audience: Photo*

*Speakers:  
Ed Geskus, Owner/President Geskus Photography  
Julian Marsh, Commercial Director, District Photo & Harrier  
Marco Perlman, Founder & CEO, Digipix*

Ed Geskus, Owner/President Geskus Photography, Julian Marsh, Commercial Director, District Photo & Harrier, and Marco Perlman, Founder & CEO, DigiPix, talk about the migration of analog jobs to digital, AgX replacement and why digital printing is the future of the photo segment.

- **Pro-lab session: how to succeed and thrive in the photo industry in the digital age**

*Time: 11:15 - 12:00*

*Session track: Global Photo Summit  
Target audience: Photo*

*Speakers:  
Florian Stellwag, Managing Director, Saal Digital  
Ranjit Yadav, CEO, Canvera  
Coby Lonas, Executive Vice President, Advanced Photographic Solutions*

Florian Stellwag, Managing Director, Saal Digital, Ranjit Yadav, CEO, Canvera, and Coby Lonas, Executive Vice President, Advanced Photographic Solutions, sit together on a panel to discuss how to succeed and thrive in the digital age.

- **Mobile success stories: how companies embraced and leveraged mobile and how PSPs can benefit as well**

*Time: 12:00 - 12:45*

*Session track: Global Photo Summit  
Target audience: Photo*

*Speakers:  
Dan Jimenez - COO/CFO, Chatbooks  
Filipe Santos - Director of International Business, MomentCam*

Dan Jimenez from Chatbooks and Filipe Santos from MomentCam, share their success stories in embracing and leveraging mobile technology and talk about the ways in which other PSPs can benefit as well.

## GCP

- **Critical trends: commercial printing**

*Time: 9:30 - 10:15*

*Session track: Innovation / Future Trends  
Target audience: Commercial*

*Speakers:  
Jaume Gazquez, CEO, Serafí Indústria Gràfica Publicitaria  
Dusan Sviecka, Director, Department of Research & Development, Z-Studio*

*Moderated by Kate Dunn, Director Business Development, InfoTrends*

Interactive presentation of the latest trends in commercial print, and real life cases of these trends.

# Educational Sessions day 3



- **Thought Leadership workshop**

*Time: 10:45 - 11:30*

Session track: Business Models  
Target audience: Commercial

*Speakers:*

*Jim Benedict, Marketing Director and Digital Innovator at GLS /NEXT Precision Marketing  
Jon Bailey, CEO, ProCo*

What will make a difference for your customers? What will take you to the next step in terms of business leadership? Business growth? Hear inspirational ideas and stories from two innovators of the industry.

- **All for 1 and 1 for all - How to make quantities of 1 profitable for the B2C market**

*Time: 12:00 - 12:45*

Session track: Business Models  
Target audience: Commercial

*Speakers:*

*Vincenzo Cirimele, CEO, PressUp  
Julian Marsh, Commercial Director, District Photo & Harrier  
Jon Tolley, Managing Director, PrimeGroup  
Moderated by Tamir Hativa, Product Manager, HP*

Hear from the three musketeers of print which are dealing with one item jobs on a daily basis and will analyse the print business from top to bottom, department by department, discussing issues and solutions for a more profitable operation.

*Language: RUS*

## Labels

- **Ask the experts**

*Time: 9:30 - 10:15*

Session track: Production Management  
Target audience: L&P

Ask us anything - our experts will give you the answer you have been looking for.

*Language: RUS*

- **Beyond labels**

*Time: 10:30 - 11:15*

Session track: Production Management  
Target audience: L&P

*Speaker: Tommy du Sart, CEO, Ren-Form Group, Director, REN-Flex  
Moderated by Erik Van Sloten, Business Development Manager Labels EMEA, HP*

IML and Shrink Sleeves - niche markets worth exploring.

*Language: RUS*

- **Critical trends: labels & packaging**

*Time: 11:30 - 12:15*

Session track: Innovation / Future Trends  
Target audience: L&P

*Speaker: Stuart Kellock, Managing Director, Label Apeel  
Moderated by Kate Dunn, Director Business Development, InfoTrends*

The requirements of the brand owners and manufacturers are certainly challenging the market. They demand consistent high quality, creative and high impact product labeling to secure that all-important consumer purchasing decision. There are also other considerations such as just in time production, localization and personalization demanding shorter run lengths. Given these market influences, digital labels and packaging are poised to take off. InfoTrends will deliver an opening 10-12 minute presentation outlining the key trends and opportunities for digital technology in labels and packaging. This will be complemented by a relevant successful case history delivered by an HP user.

*Language: RUS*

# Educational Sessions day 3



## Folding Carton

Address: Hotel Crowne Plaza, Room Renzo Piano  
22 Quai Charles de Gaulle, 69006 Lyon, Francia

- **Folding Carton revolution**

Time: 9:30 - 10:00

Session track: Sales & Marketing  
Target audience: L&P

Speaker: Moshiko Levhar, HP EMEA Business Manager Folding Carton

- **Brands love HP Indigo**

Time: 10:00 - 10:30

Session track: Sales & Marketing  
Target audience: L&P

Speaker: Christian Menegon, Business Development, HP Indigo

- **Your success. Our obsession**

Time: 10:30 - 10:50

Session track: Business Models  
Target audience: L&P

Speaker: Udi Vaks, Business Manager, HP Indigo

- **HP Indigo 30000 – The perfect fit to your Folding Carton Business**

Time: 11:00 - 11:20

Target audience: L&P

Speaker: Ephrat Harel, Folding Carton Market Development Manager, HP Indigo

- **Customer panel – Customers sharing their winning strategies**

Time: 11:20 - 12:10

Session track: Business Models  
Target audience: L&P

Speakers:

Jonathan Mihy, General Manager, MR Cartonage  
Matt Evans, Director of Marketing & Business Development, Kalas  
Yaron Assael, VP Marketing & Business Development, Orda

## Inkjet

- **HP Inkjet business and future direction**

Time: 9:30 - 10:15

Session track: Inkjet

Speaker: David J. Murphy, WW Director of Marketing & Bus Dev, HP PageWide Industrial

- **Trends and observations in direct mail and customer communications**

Time: 10:30 - 11:15

Session track: Inkjet

Speaker: Dr. Sean Smyth, Senior Print Consultant, Smithers Pira

- **Inform P. Lykos SA**

Time: 11:15 - 12:00

Session track: Inkjet

Speaker: Stavros Grekis, Inform P. Lykos SA