



# Digital Print & Retail Innovations

5th September 2017 | 09:00 - 13:00

HP Graphics Experience Centre, Barcelona

**POPAI offices across Europe are pleased to present this first-of-a-kind event in partnership with HP at their famous European Experience Centre in Barcelona.**

With panel sessions, case-study presentations and hands-on experience of some of the latest in digital print technologies, delegates from all over Europe will be able to improve their understanding of the possibilities of digital print, network with industry professionals and learn how digital print is being integrated into the wider retail mix. The session will end with a self-guided Retail Safari of Barcelona.

## PANEL SESSION:



**Andy Bodley**, Instore Creative, Print & Compliance, Walgreens Boots Alliance (UK)  
**Steve Lister**, Head of Innovation & Sustainability, Konica Minolta Marketing Services, formerly Charterhouse (UK)  
**Ana Vargas**, General Manager, Smurfit Kappa, Portugal  
**Bram van Schijndel**, Co-founder, Pure Value (Benelux)  
**Geert Marivoet**, Co-founder, Pure Value (Benelux)

## PRESENTATIONS:



**Semantics vs. Semiotics: who's the winner?**

**Lluís Martínez Ribes**  
Co-Founder at m+f=!, ESADE Business School Harvard Business School

**Game changer in branded promotions in-store**

**Bram Van Schijndel & Willemijn Leegwater**  
Co-founder, Pure Value & P&G Europe Customization

**Presentation & Facilities Tour**

## PRICES:

**POPAI members:** £45 / €45 | **Non-members:** £100 / €100



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