



Digital Print & Retail Innovations

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

HP Graphics Experience Centre, Barcelona

POPAI offices across Europe are pleased to announce 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:



PUREVALUE

Andy Bodley, InStore Creative, Print & Compliance, Walgreens Boots Alliance, UK
Steve Lister, Head of Innovation Sustainability, Konica Minolta Marketing Services, UK
Bram van Schijndel, Chief innovation officer, Pure Value, Benelux
Ana Vargas, General Manager, Smurfit Kappa, Portugal

PRESENTATIONS:

m+f=!

PUREVALUE



Neuro Marketing, what's new?

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

Game changer in branded promotions in-store

Bram Van Schijndel
Co-owner Chief Innovation Officer, Pure Value

Presentation & Facilities Tour

PRICES:

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



BOOK NOW: popai.co.uk/events

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