

TALKS

FOOD & FMCG FUTURE MAKERS

WEDNESDAY 21 SEPTEMBER

10:30-11:00

Global packaging market recovery: Greater connectivity, advances in sustainability & improved communications the key to success

Neil Farmer, Founder, Farmer Associates

11:15-11:45

Wake up to digital inclusivity for the next generation

Stefan Casey, Innovation Lead for Packaging, Nestlé

12:15-12:45

PENTAWARDS CAPITAL OF DESIGN SESSIONS:

Developing a brand vision in a world full of food scepticism

Chris White, Founder, This Way Up

13:00-13:30

Reuse & refill: An opportunity, not a threat

Catherine Conway, Founder, Unpackaged

13:45-14:15

PENTAWARDS CAPITAL OF DESIGN SESSIONS:

Design for disruption: Inside the challenger brand's playbook

Kelly Mackenzie, Creative Director and Founder, White Bear Studio

14:30-15:00

Hubbub reports: Public perception and practical adoption, how to make the move into reuse systems for food and drink packaging

Rosie Sharp, Creative Partner - Plastics and Packaging, HUBBUB

15:30-16:45

THE BIG DEBATE: People or planet? Can UK citizens afford packaging reforms?

Martin Kersh, Director, FPA; Jane Bevis, Executive Chair, OPRL; Emma Beal Managing Director, West London Waste Authority

By attending any session at the Food & FMCG Future Makers stage you are agreeing to be contacted by the session host about this session and are opting in to receive communications from this entity. You will be subject to their communications and privacy policy and must opt-out with them directly.

Insights into the rapid evolution of food and FMCG packaging

THURSDAY 22 SEPTEMBER

10:30-11:00

Department for Environment, Food and Rural Affairs: Collection and Packaging Reform workshop *Peter Collins, Team Leader of Digital Delivery & Collection and Packaging Reforms, Environmental Quality Directorate, DEFRA; Caroline Wynn-Davies, Head of Operability and Stakeholder Engagement, Collection and Packaging Reform Delivery, Environmental Quality Directorate, DEFRA*

11:15-11:45

Employer and personal branding – take control of your destiny *Dani Novick, Director, Mercury Search & Selection*

12:00-12:30

Managing packaging sustainability every day *Gillian Garside-Wight, Director of Consulting, Sun Strategy*

12:45-13:30

Trends tracker: How world events are shaping your pack design *Paul Jenkins, Founder, The PackHub*

14:00-14:30

First look: Digital packaging & transparency with your consumers *Jenny Stanley, Founder and Managing Director, Appetite Creative; Séverine Bailey, Marketing and Retail Manager UK&I, Elopak; Martin Shaw, Market Unit Manager UK&I, Elopak*

14:45-15:15

WRAP Presents: **Refills uncovered with Good Club** *Rachel Gray, Head of Behaviour Change, WRAP; Ben Patten, Founder, Good Club*

15:30-16:00

How to pave the packaging road to Net Zero Carbon *Fred Lill, Founder, Lil Packaging*

TALKS

LUXURY UNBOXED

WEDNESDAY 21 SEPTEMBER

10:45-11:15

A positive future for luxury: How trust and transparency create value

Amy Nelson Bennett, Co-CEO, Positive Luxury

11:45-12:15

PENTAWARDS CAPITAL OF DESIGN SESSIONS:

The architect, the artist, and the activist: A new mindset for building brands that people truly care about

Craig Barnes, Elmwood London, Executive Creative Director for Mars

12:45-13:15

Look ahead: 'New luxury' – How narrative and consumer-centric design enables a more meaningful brand experience in luxury markets

Joerg Rhoden, Senior Consultant, WIN Creating Images;

Anna Weinrich, Senior Strategy Manager, WIN Creating Images

13:45-14:15

PENTAWARDS CAPITAL OF DESIGN SESSIONS:

Desirable sustainability: How to be wanted

Becky Stones, Creative Director, Good by Design Studio

14:30-15:00

Decoding packaging design: Why now is a good time to recall the key principles

Vincent Villeger, Creative Director, Designer: Luxury & Beauty Packaging, Vincent Villeger

15:30-16:00

WRAP Trend Report: **Policy in luxury packaging - the latest developments and implications to producers of premium**

Claire Shrewsbury, Director Insights & Innovation, WRAP

By attending any session at the Luxury Unboxed stage you are agreeing to be contacted by the session host about this session and are opting in to receive communications from this entity. You will be subject to their communications and privacy policy and must opt-out with them directly.

Perspectives and forecasts on the future of luxury packaging

THURSDAY 22 SEPTEMBER

11:00-11:30

Keeping up with market disruptors: How FMCG is reshaping luxury packaging

Dewi Pinatih, Head of Product Design & Design Journalist, Stylus

12:00-12:30

Luxury doesn't have to cost us the earth

Paul Hamilton, Head of Wine & Spirits, Hunter Luxury

13:00-13:30

Ultra-luxury vs sustainability: The battle to balance the beautiful, the useful and the responsible in the drinks Industry

Jean-Dominique Andreu, Luxury Wine & Spirits Advisor & Consultant, Jean-Dominique Andreu

14:00-14:30

Using sustainable storytelling to unlock the new premium

*Nigel Ritchie, Creative Director, Echo;
Angelo De Visser, Global Head of Sales, English Teashop*

15:00-15:30

Luxury look and feel in 2023: The colour and material trends defining the year to come

Laura Perryman, Trend, CMF & Colour Consultant, Colour of Saying



TALKS

BEAUTY & DRINKS INNOVATORS

WEDNESDAY 21 SEPTEMBER

10:30-11:00

The Drinks Report: **Why drinks brands are opting for paperboard bottles**

*Bethany Whymark, Editor of Whisky Magazine, Paragraph Publishing Limited;
Russell Smith, Global Brand Lead, Greenalls;
John Paul Grogan, Product Director, Frugalpac*

11:30-12:00

PENTAWARDS CAPITAL OF DESIGN SESSIONS:

The purposeful refillable: Avoiding unintentional greenwashing

James Melia, Director, Blond

12:30-13:00

Lifestyle evolutions 2022-2026: Key shifts impacting the beauty sector

Michael Nolte, Senior Vice President Creative Director, Beautystreams

13:30-14:15

WRAP Presents: **Cosmetics and circularity: Driving consumer behaviour change in sustainability**

Gemma Hembrow, Digital Lead - Consumer Marketing, WRAP; Jessi Baker, Founder & CEO, Provenance; Christine Lawson, Sustainability Affairs Manager, CTPA

14:45-15:15

WSTA Presents: **UK drinks policies from labelling to DRS – how policy is impacting the premium drinks sector**

*David Richardson, Regulatory & Commercial Affairs Director, WSTA;
Freddie Joosten, Environment Policy Manager, WSTA;
Oliver Harry, Communications & PR Manager, Encirc*

15:45-16:15

PENTAWARDS CAPITAL OF DESIGN SESSIONS:

Wine and spirits labelling insights – labels sell the first bottle

Stefano Pistoni, Senior Manager, Business Development in Wine, Spirits & Beverage, UPM Raflatac; Terry Cole, Creative Director, Graphic Brands

By attending any session at the Beauty & Drinks Innovators stage you are agreeing to be contacted by the session host about this session and are opting in to receive communications from this entity. You will be subject to their communications and privacy policy and must opt-out with them directly.



Design and innovation to re-imagine beauty and drinks consumer experiences

THURSDAY 22 SEPTEMBER

10:45-11:15

Not just another whisky launch... Creating Diageo's first ever artisan, Indian Single Malt

Natasha Samek, Strategy Director, Butterfly Cannon

11:30-12:00

How doing right by the planet, can also be right for your business

*Jo Barnard, Founder, Morrama;
Lea Berger, Creative Lead, Morrama*

12:30-13:00

Connected packaging: The most underutilised media channel in history

Rob Hollands, Director, SharpEnd

13:15-13:45

FOUNDERS PANEL:

Where to begin? Packaging priorities for start-ups

*Jo Barnard, Founder, Morrama; Iman Jouali, Founder, IJO Skincare;
Tom Stevens, Co-Founder, Shandy Shack*

14:15-14:45

Paper packaging, forest impacts & solutions: Avoiding unintended consequences in the journey away from plastic for the cosmetics industry

*Eleanor Dinnadge, Senior Corporate Campaigner, Canopy Planet;
Stuart Chidley, Co-Founder, Beauty Kitchen*

15:15-15:45

The Drinks Business: The world's most expensive wines: an inside look at luxury drinks design

*Patrick Schmitt MW, Editor-in-Chief, The Drinks Business;
Neil Tully MW, Founder and Creative Director,
Amphora Design*

