

## Press Release

11.02.19

### Welcome to a World of Innovation & Sustainability

### Visual Media Conference returns on 16 April 2019

The BPIF are delighted to bring you the 6<sup>th</sup> Visual Media Conference (VMC), a free to attend one-day event providing vivid insights into marketing communications. Organised by CDi, a special interest group of the BPIF, this year the VMC will return to Leeds to explore how businesses can be truly sustainable in all areas by having an innovative and creative mind-set.

The event features an extremely impressive line-up of speakers from companies such as Channel 4, Newsworks, Nestlé, HP and Communis who will be sharing truly inspiring insights, real world experience and best practice, the VMC will also reflect on the creative sector's growth in the region.

This year's event will take delegates to a place that they may have heard of but not actually seen – the cutting edge of thinking. Creating an occasion where people from marketing and communications, printers and designers can see examples of the latest technology and ask themselves, 'Is this something I should be using?'

The conference will also feature our Euro Panel discussing BREXIT from the other side! Tired of the 'B' word? This session will give you the opportunity to look at the UK from the other end of the telescope. See how the world sees us and gain insight into the implications for the future of our sectors. At this year's event, the panel will be chaired by Charles Jarrold, CEO BPIF, to bring together informed opinion from the EU and around the world with Sabine Geldermann, Director, drupa; Beatrice Klose, Secretary General, Intergraf; Professor George Lodorfos, Dean of Leeds Business School, Michael Carroll, Senior Packaging Specialist, Lead on innovation and sustainability for Nestle and Rob Shaw, CEO, Jaywing, UK and Australia.

This is your chance to ask the questions – please submit by email to [meeka@creativigital.org.uk](mailto:meeka@creativigital.org.uk) by 31 March.

With 300+ attendees last year and international interest established for 2019, the 16 April is a date for your diary!

To book your free place at the VMC 2019 or to find out more, please visit [www.visualmediaconference.com](http://www.visualmediaconference.com)

For further information, please contact Meeka Walwyn-Lewis, CDi Manager, at [meeka@creativigital.org.uk](mailto:meeka@creativigital.org.uk)

## **The British Printing Industries Federation (BPIF)**

The BPIF is the principal business support organisation representing the UK print, printed packaging and graphic communication industry. It is one of the country's leading trade associations. The federation strives to ensure their members' requirements come first.

Through listening to their needs they have developed an unrivalled range of products and services that go well beyond those provided by a traditional trade association.

They provide the highest standard of support for printers to grow and develop healthy, sustainable and profitable businesses, aiming to provide an environment geared towards their businesses success. The BPIF offer practical, value-adding solutions for all areas of a print organisation, ranging from Health, Safety, Environmental and Quality issues; with the implementation of HR requirements; provide resolutions of technical or legal issues; as well as advice and support on marketing, sales and finance. This is all delivered by individuals and teams of highly skilled and experienced print industry specialists.

They also offer a wide range of opportunities for networking both regionally and nationally, including prestigious events, special interest groups and popular short courses on a wide range of topics.

For more information on the BPIF, visit: [www.britishprint.com](http://www.britishprint.com)

## **Creative Digital Industries (CDi)**

CDi is a specialist interest group of the British Printing Industries Federation (BPIF) and exists to support and inform the creative and digital industry.

CDi aims to encourage collaboration within the industry with the intention of increasing regional and national growth. They incorporate the key elements of the marketing and communications media by engaging brand owners, creative and digital agencies, printers, big data managers and consumer behaviourists.

Through the BPIF, they provide the highest standard of support for the industry to grow and develop healthy, sustainable and profitable businesses. They offer practical, value-adding solutions for all areas of an organisation, ranging from the implementation of HR requirements; provide resolutions of technical or legal issues; as well as advice and support on marketing, sales and finance. This is all delivered by individuals and teams of highly skilled experts.

They recognise business is about people, so act as a hub to bring people together and widen networks, offering a range of opportunities for networking, including events and sector specific training and development workshops.

For more information on CDi, visit: [www.creativedigital.org.uk](http://www.creativedigital.org.uk)