

INTERGRAF

International confederation for printing and allied industries a.i.s.b.l.

PRESS RELEASE

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Brussels

Intergraf welcomes young print managers to Lisbon in September

Intergraf is organising a third meeting for Young Leaders in Print in September 2011 in Lisbon (Portugal). The interactive workshop will focus on sales and marketing, aiming at leaving the delegates with detailed action points to take home with them. The event also offers a unique opportunity for young print managers to meet colleagues from all over Europe and discuss current trends in the industry.

Intergraf is preparing a Young Leaders in Print meeting from 29 to 30 September in the Portuguese capital Lisbon. The agenda will feature 1.5 day training, followed by social programme on Saturday 1 October. The focus of the meeting is on sales and marketing. The event aims at giving young print managers a better understanding on topics such as branding, customer relationship and the changing media landscape. It also provides a great opportunity to network, and exchange ideas and experiences with colleagues.

Intergraf's Secretary General Beatrice Klose comments: *"After the positive experience from our last year's event, we want to go into more details in sales and marketing. These meetings offer a possibility for young print managers to discuss company-specific marketing challenges and get expert support in a relaxed and fun atmosphere. Feedback from the previous meetings suggests that participants have been extremely pleased with the experience, and we hope to attract people from even more European countries to enrich the conversations in Lisbon."*

The main part of the event is reserved for an interactive workshop. A lot of time is allocated for small group discussions and case studies to inspire the delegates work up new ideas for their current and future customers. The assessment of the changes taking place in the industry and media landscape will help the print professionals to see how they can be part of that development. The aim is that participants will leave with detailed action points for their business. The workshop will be delivered by Edward Ryder (Biskit, UK), who also designed the Young Leaders meeting in May last year. The programme will also feature some presentations.

The meeting will start with a lunch on Thursday 29 September, followed by an afternoon session with small group discussions. In the evening, there will be a dinner, offering a great opportunity for getting to know the other participants. The following day is reserved for a full-day meeting. Social programme is planned for Saturday 1 October morning. The venue of the meeting is a modern 4-star hotel close to the centre and main sights.

Participation to the event is free, but participants will be asked to cover their travel and accommodation themselves (110 € night single/ 120 € double room). The workshop is open to all interested Intergraf member companies from marketing and sales people to HR managers and company owners. There is no strict age limit to the event, but we would like to attract participants who have not yet celebrated their 40th birthday, at least not too long time ago.

The detailed agenda for the meeting will be available on Intergraf's website in the spring. Registration opens in May. Places are limited, so book soon to avoid disappointment!

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**EUROPEAN FORUM for
YOUNG LEADERS IN PRINT
Thu 29– Fri 30 September 2011
Lisbon**

Young Leaders in Print is an Intergraf-led network for young print managers from across Europe. The meetings, organised every 18 months, offer printers training and an opportunity to discuss current trends in the industry. Past events have focused on new technological developments, marketing and sales. Previous Young Leaders in Print meetings were held in May 2010 (Stratford-upon-Avon, UK) and November 2008 (Barcelona, Spain).

Intergraf represents 23 national printing federations in 20 countries in Europe. Intergraf's main task is to promote and protect the interests of the printing and related industries, working with the European Institutions, and to enhance the sector's competitiveness through lobbying, informing and networking.

Note for the press, not for publication: You can find the promotional flyer for the event as a PDF in the attachments.