


2024 Esko Life Sciences Brand Summit Basel

Elevate your Packaging Design, Artwork, Labelling Content and Leaflet Management

 Tuesday & Wednesday, 21ST & 22ND May 2024

 Volkshaus Basel



COVER

AGENDA-AT-A-GLANCE

SPEAKERS

VENUE

Welcome

Esko is pleased to welcome you to our Life Sciences Brand Summit taking place in Basel the 21st and 22nd of May 2024. At this event, you'll attend interactive sessions with our packaging artwork and labelling experts while connecting with your peers. Learn about current and future packaging technology trends, best practices, and how to become the packaging leader of your organization.

Innovation Day Subject Matter Experts



Johan Johansson
Chief Technology Officer
InformalIT



Jose Gorbea
Head of Brands Innovation
HP Graphics



Stephen Williams
Product Owner - IT Manager
Johnson & Johnson



Jijo Dominic
VP Product Management
Esko



Michelle Henry
Business Development Manager EMEA
Esko



Jackie Leslie
Life Sciences Category Specialist
Esko



Steven Brookes
Solution Consultant
Esko



Bart Meersschaert
Pre-Sales, Solution Consultant
Esko

About Esko

Esko helps its customers make the best packaging for billions of consumers. Our product portfolio supports and manages the packaging and print processes for brands, retailers, designers, premedia and trade shops, packaging manufacturers, and converters.

Esko solutions are used in product content and packaging management, asset management, artwork creation, structural design, prepress, 3D visualization, flexo plate making, workflow automation, quality assurance, sample-making, palletization, supply chain collaboration and/or the production of signage and displays.

The Esko family includes Enfocus, with its PDF quality control tools and automation solutions and MediaBeacon, with its digital asset management (DAM) solutions.
www.esko.com

X-Rite Pantone is the global leader in color science and technology. The Company develops, manufactures, markets and supports innovative color solutions through measurement systems, software, color standards and services.
www.xrite.com

About Brand Summits

Brand Summits are exclusive events for packaging professionals that take place in prestigious and unique venues in Europe and North America. These events are free but open to a limited number of attendees to allow the best discussions and optimal interactivity.

Attendees Typically include Brand Owners executives in Packaging Design, Artwork and Labelling functions from Pharmaceutical and Medical Devices Companies.

As a Brand Summit participant, you will:


- Network with industry peers
- Gain insights from relevant industry analysts and subject matter experts
- Learn industry best practices, technology concepts, and solutions
- Esko hosts these summits to support attendees who are looking for ways to continually improve their packaging processes.

Learn more about Esko by visiting <https://www.esko.com/en/brands>



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21ST May 2024: Brand Summit Welcoming Evening

17:30 - 18:00 Welcome Drink at the Hotel

18:00 - 19:30 Networking Activity

19:30 - 21:30 Dinner

22ND May 2024: Brand Summit Conference

8:15 - 9:00 Opening Statements & Agenda - Introduction of Attendees



Moderated by:
Michelle Henry, Business Development Manager EMEA, Esko

9:00 - 9:30

Introduction to the Packaging Digital Maturity Model for the Life Sciences Industry

Unlock essential insights for advancing your Life Sciences packaging Artwork and Labelling practices. Whether you are embarking on a new digital journey or refining existing processes, our Packaging Maturity Model offers a strategic roadmap for transitioning from uncertainty to comprehensive control.



Moderated by:
Jijo Dominic, VP Product Management, Esko

9:30 - 10:00

Navigating Trends: A Comprehensive Outlook of the Life Sciences Industry

Embark on a journey through the evolving landscape of the Life Sciences industry as we dissect the prevailing trends that exert a profound impact on packaging management. From regulatory shifts and technological advancements to the rising demand for sustainability, we will explore the multifaceted forces shaping the Life Sciences sector.



Presented by:
Jackie Leslie, Life Sciences Category Specialist, Esko

10:00 - 10:30

Product Insights: Esko WebCenter Artwork Management

An immersive session as we showcase the transformative capabilities of Esko WebCenter, a cutting-edge solution designed to revolutionize packaging artwork management. Through a live demonstration, attendees will witness firsthand how Esko WebCenter streamlines workflows, enhances collaboration, and brings unprecedented control to the packaging lifecycle.



Presented by:
Steven Brookes, Solution Consultant, Esko

10:30 - 11:00

Coffee Break

11:00 - 11:45

Customer Insights: Artwork Management Case Study - Johnson & Johnson

Listen in from the remarkable journey of a leading pharmaceutical company Johnson & Johnson, in navigating the intricacies of artwork management with Esko WebCenter. Join us as we explore the challenges faced, the transformative solutions implemented, and the tangible results achieved on the path to efficiency and excellence.



Presented by:
Stephen Williams, Product Owner - IT Manager, Johnson & Johnson

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22ND May 2024: Brand Summit Conference

11:45 - 12:30

Product Insights: Introduction to Automated Artwork and Leaflet Solution for Pharma

This session introduces a groundbreaking Automated Artwork Solution tailored for the unique needs of the industry. Join us for an immersive showcase as our experts unveil how automation can revolutionize artwork processes in the pharmaceutical sector, offering streamlined workflows, enhanced accuracy, and accelerated time-to-market for critical pharmaceutical products.



Presented by:
Steven Brookes, *Solution Consultant, Esko*

12:30 - 13:30

Lunch

13:30 - 14:00

Product Insights: Strategies to Prevent Packaging Recalls Through Quality Control Tools – insights from ImformalT

Explore the integration of quality control (QC) tools within WebCenter workflows for superior packaging outcomes. Johan Johansson, CTO of ImformalT, will guide you through essential integrations that simplify the proofreading process, streamline QC tool usage, and enhance XML workflow efficiency—paving the way for error-free packaging.



Presented by:
Joahn Johansson, *Chief Technology Officer, ImformalT AB*

14:00 - 14:30

Product Insights: Esko Packaging Design and Palletization tools

Enlightening session where Esko unveils the powerful synergy of ArtiosCAD (Structural design software), Studio (3D Packaging Design Software), and Cape Pack (Palletizing software) in transforming packaging design and palletization. In this comprehensive presentation, discover how these cutting-edge tools not only elevate the aesthetics of packaging but also play a pivotal role in supporting brands' sustainability Key Performance Indicators (KPIs).



Presented by:
Bart Meersschaert, *Pre-Sales, Solution Consultant, Esko*

14:30 - 15:00

Partner Insights: Sustainable Packaging & Supply Chain Transformation: HP's Expert Insights

Embark on a forward-thinking session where industry experts from HP lead an exploration into the intersecting realms of packaging sustainability, digital printing supply chains, and personalized packaging. In an era shaped by environmental consciousness and consumer expectations, this session offers a deep dive into sustainable packaging practices and the transformative impact of digital printing and personalization.



Presented by:
Jose Gorbea, *Head of Brands Innovation, HP Graphics*

15:00 - 15:30

Coffee Break

15:30 - 16:15

Product Insights: AI and Automation in Packaging Artwork & Labeling

Insightful exploration into how these cutting-edge technologies can not only expedite workflows but also elevate the quality and accuracy of the overall concept to consumer packaging management



Presented by:
Jijo Dominic, *VP Product Management, Esko*

16:15 - 16:45

Panel Discussion: Where do your organization stands in the Packaging Digital Maturity Model

After experiencing solution demonstrations and gaining valuable insights from industry peers, participants will shed light on their unique positions within the digital maturity model and tackle where they stand on all covered topics including Artwork Management, Copy Management.

Open discussion with Brand Summit attendees

16:45


Event Closure – Gathering your feed-back



Moderated by:
Michelle Henry, *Business Development Manager EMEA, Esko*

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Innovation Day Subject Matter Experts



Johan Johansson
Chief Technology Officer
InformalT

Johan is the CTO of InformalT since the foundation 2001. Having started out as a general software consultancy company, InformalT transitioned into a product company for automated proofreading solutions in 2008. Johan is now leading a team based in Sweden and Poland developing new features and ensuring continued success for the existing customer base, largely built up of Mid/Large Pharmaceutical companies and their suppliers (70%) and other industries such as Foods, Legal and Marketing.



Jose Gorbea
Head of Brands Innovation
HP Graphics

With over two decades of experience in creativity, marketing, sustainability, and brand innovation, Jose Gorbea is a passionate leader and expert in revitalizing brands through purpose, consumer co-creation, and sustainability. As a well-established speaker, Jose has proven the success of consumer-centric campaigns, offering strategic counsel for iconic confectionery brands and smaller communities worldwide. He emphasizes the power of digital print to bring the voice of the consumer to life, showcasing notable campaigns for brands like Hershey's, Nestlé, Dettol, and Smirnoff. At HP, Jose leads the humanization of digitally printed packaging, creating consumer-centric frameworks that drive positive sustainable behavior change through personalization, diversity, and sustainability.



Stephen Williams
Product Owner - IT Manager
Johnson & Johnson

Steve has just short of 20 years' experience within Johnson & Johnson in project management and technical product owner roles, responsible for a wide range of projects across EMEA, USA and ASPAC. The last 8 years being with product content management, labelling and artwork covering a number of subsidiary companies including Ethicon, Global Vision and Innovative Medicine. As TPO, he is responsible for the ESKO solution within Innovative Medicine, accountable for value delivery in partnership with the business community. Steve is from a technical background, having worked as an IT consultant for several of the UK's leading companies prior to joining J&J.



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VP Product Management
Esko



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Business Development Manager EMEA
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VOLKSHAUS BASEL

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Rebgasse 12-14,
4058 Basel, Switzerland

MAP & DIRECTIONS 

To book your room and benefit from the preferential rate of 270 CHF or 295 CHF including breakfast, send an email to reservation@volkshaus-basel.ch indicate dates and mention "Esko".

This preferential rate is guaranteed till the 23rd of April.



The Volkshaus Basel sees contemporary art as part of its DNA. Through collaboration with renowned galleries, the inclusion of artists in event formats and the owners' art collection, art is made tangible in everyday life.



The historic halls in the Volkshaus Basel, equipped with the latest technology, allow meetings and events of all kinds.

