

North America Brand Summit 2024

📅 Wednesday & Thursday, 2ND & 3RD October 2024

📍 Newark Liberty International Airport Marriott
1 Hotel Rd, Newark, NJ 07114



COVER

AGENDA-AT-A-GLANCE

SPEAKERS

VENUE

Welcome

Join us for a day of inspiration and innovation at the upcoming North American Brand Summit, tailored exclusively for professionals in the CPG and Pharma industries.

Brand Summits are invite-only events for packaging professionals held in prestigious venues across Europe and North America. These free, limited-attendance events foster high-quality discussions and interactivity. Typical attendees include executives in Packaging Design, Artwork, and Labelling from Food & Beverage, Health & Beauty, Durable Goods, FMCG, and Life Sciences companies.

Innovation Day Subject Matter Experts



Joe Eckerle
Global Sales Director
Esko



Chris Janczar
Product Manager
Esko



Samantha Thompson
Strategic Account Manager
Esko



Laura Bix
Associate Dean of Graduate
Studies and Interim Director
of the School of Packaging
Michigan State University



Bart Meersschaert
Solution Pre-Sales Consultant
Esko



Samantha Kennedy
Head of Creative Services
GoGo squeeZ



Linda Hadar
Global Strategic Account Manager
Xrite

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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Day 1 – October 2nd Welcome Dinner/Activity

5:00 PM Exclusive Networking Activity and Dinner

Day 2 – October 3rd Conference – Sessions

8:00 AM Registration and Welcome Coffee

8:30 AM Opening Statements and Agenda

9:00 AM **Introduction to the Packaging Digital Maturity Model**
This session promises valuable insights for professionals seeking to enhance their packaging management practices. Whether you are just starting your packaging journey or looking to optimize existing processes, the Packaging Maturity Model provides a roadmap for evolving from chaos to comprehensive control.



Joe Eckerle, *Global Sales Director, Esko*



Chris Janczar, *Product Manager, Esko*



Samantha Thompson, *Strategic Account Manager, Esko*

9:30 AM **Expert Keynote: Trends and Innovations in Labeling**
In this keynote session, Dr. Laura Bix, Associate Dean of Graduate Studies and Interim Director of the School of Packaging at Michigan State University, will delve into the evolving landscape of packaging trends, with a particular focus on the critical interface between consumers and packaging. Drawing on a career dedicated to the scientific assessment of packaging effectiveness, Dr. Bix will highlight the latest innovations in labeling, emphasizing the growing importance of personalized labels in enhancing consumer engagement and product interaction. Additionally, the session will explore broader industry trends and emerging influences shaping the future of packaging, offering insights into how science and technology are driving advancements in this dynamic field. Attendees will gain valuable knowledge on how to leverage these trends to create more effective and consumer-friendly packaging solutions.



Laura Bix, *Associate Dean of Graduate Studies and Interim Director of the School of Packaging, Michigan State University*

10:00 AM **Product Insights: Esko Packaging Design and Palletization Tools ArtiosCAD, Studio, and Cape**
Join us for an enlightening session where Esko unveils the powerful synergy of ArtiosCAD, Studio, and Cape 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).



Bart Meersschaert, *Solution Pre-Sales Consultant, Esko*

10:30 AM Coffee Break

See next page for continuation →

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Day 2 – October 3rd Conference – Sessions

11:00 AM	<p>Customer Insights: Artwork Management Journey of an International CPG Brand Explore a real-case study detailing the challenges faced, the transformative solutions implemented, and the tangible results achieved in the pursuit of efficiency and excellence.</p>	 Samantha Kennedy, <i>Head of Creative Services, GoGo squeeZ</i>
11:30 AM	<p>Product Insights: Esko WebCenter Artwork Management Join us for an immersive session as we showcase the transformative capabilities of Esko WebCenter, a cutting-edge solution designed to revolutionize the 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.</p>	 Bart Meersschaert, <i>Solution Pre-Sales Consultant, Esko</i>
12:00 PM	<p>Customer Insights: Discover the Remarkable Artwork Management Journey of a Leading Pharmaceutical Company Explore how a leading pharmaceutical company navigated the complexities of artwork management using Esko digital platform. We'll uncover the obstacles they faced, the innovative solutions they adopted, and the significant outcomes they accomplished.</p>	 TBD
12:30 PM	Lunch Break	
1:30 PM	<p>Color Management in Packaging This session offers a comprehensive exploration of color management complexities in packaging, providing attendees with actionable insights and practical solutions from X-Rite. Join us for an enlightening journey into the world of color precision and discover how mastering color harmony can elevate the visual impact of your packaging designs.</p>	 Linda Hadar, <i>Global Strategic Account Manager, Xrite</i>  Brian Ashe, <i>PreSales Solutions Consultant, Xrite</i>
2:00 PM	Sustainability in Packaging	 TBD
2:30 PM	<p>Product Insights: Content, Automation and AI in Packaging In this session, we will delve into the latest advancements in packaging technology, focusing on how content management, automation, and artificial intelligence are revolutionizing the industry. Discover how innovative solutions are streamlining workflows, enhancing accuracy, and driving efficiency from design to production. How those cutting-edge technologies can help Brands in managing complex content, reducing errors, and accelerating time-to-market and stay ahead in a competitive market.</p>	 Chris Janczar, <i>Product Manager, Esko</i>
3:00 PM	Coffee Break	
3:30 PM	<p>Panel Discussion: Where Does Your Organization Stand 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 and Color Management.</p>	 Chris Janczar, <i>Product Manager, Esko</i>  Samantha Thompson, <i>Strategic Account Manager, Esko</i>
4:30 PM – 5:00 PM	Event Closure – Gathering your feedback	 Joe Eckerle, <i>Global Sales Director, Esko</i>

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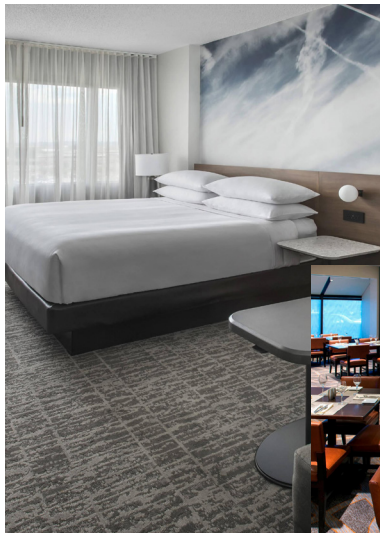
MAP & DIRECTIONS



For your convenience, we have arranged a special discount code for our guests to stay at the Newark Liberty International Airport Marriott, New Jersey.

[Book Your Room](#)

We look forward to welcoming you to the 2024 Brand Summit!



Our Newark Airport hotel offers complimentary shuttle service to and from all EWR terminals to experience a seamless check-in.



Touch down at EWR and make your way to our Newark hotel. Located a few minutes away from the airport, our hotel in Newark, NJ, welcomes you with reimagined accommodations, smart amenities and signature service.

