



PRINT
IN PROGRESS

THE CREATIVE INDUSTRIES SHOWROOM

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PARIS EVENT CENTER
HALL B
PTE DE LA VILLETTE
OCTOBER 10TH / 11TH 2018



Press release – July 2018

PRINT IN PROGRESS/ THE CREATIVE INDUSTRIES SHOWROOM UNFOLDS ITS PROGRAM

(PREVIEW)

Discover, today, the first
speakers of the trade show.

(THE EVENT OF THE
SEASON)

Print In Progress – The Creative Industries Showroom returns this year for a colourful second edition, in a unique setting designed in collaboration with the artistic director and French designer Julien Sappa.

With more **than 80 leading exhibitors on their market, 4 trends hubs and a cross-disciplinary program**, the trade show continues this year its mission of deciphering the major trends in print and digital, along with experts and specialised service providers, from the **Retail, Decoration, Communication and Packaging sectors**.



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#SCENOGRAPHY
#MERCHANDISING
#POSDISPLAY

(4 #Hubs of
inspiration)

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Speaker

ÉRIC TROUSSET

(Development Director, LA POSTE)



His Talk

« Targeting, data, ROI, connected print, drive-to-store, drive-to-web... Are you sure you know the mail media ? »

The balance seems to be found again between print and digital. Complementary to digital strategies, paper mail is once again gaining value and establishing itself as a major source of return on brand investment. More powerful than ever, it is now seen as a highly performing channel at the heart of the mainstream media ecosystem.

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Meeting

Thursday
October 11th
at 11.00 AM /
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Speaker

THIERRY GROULEAUD
(Deputy Managing Director
in charge of productions,
HAVAS PARIS)



His Talk

« Developing its maker culture, a new challenge for creative agencies : LabFab Havas Paris as an example »

The LabFab is a creative and production studio designed to develop the maker culture of the agency creatives. At Havas Paris, support for this movement of corporate do-ocracy has been running for two years. In 2016, L'Atelier de Jean was inaugurated. The teams could come to manufacture and design objects, models, prototypes but also large format and volume printing thanks to a 3D printer, a paper cutter, a gluing machine and a picture box. Inaugurated in June 2018, LabFab is a continuation of this first initiative, integrating new means for the production of social content. For Thierry Grouleaud, it is a major evolution for professions linked to communication.

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Wednesday
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Speaker

DELPHINE BEER-GABEL
(New Business Director,
KLÉPIERRE Brands Ventures)



Her Talk

« The brand experience, a link between physical and digital commerce »

New Business Director of the Brand Ventures of Klépierre, the European leader of shopping centres, Delphine Beer-Gabel supports brands allowing them to launch new concepts in the heart of shopping centres. The pop-up store is part of its new expression areas. For this marketing expert, who knows the world of retail perfectly, a single catchphrase : “Brands going retail”. In 2017, close to 400 pop-up stores were opened in the heart of Klépierre shopping centres, an increase of 30% in relation to the previous year.

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Speaker

LAËTITIA FAURE
(Managing Director,
URBAN SUBLIME)

Urban Sublime

Her Talk

« What's up retail ? Towards a new creativity »

Laetitia Faure regularly surveys the major cities of the world in order to detect the latest innovative concepts in the field of retail. She writes up notebooks of inspiring trends which are today acclaimed by brands. Her last hunting ground: New York and its concept-stores. With one observation: the Big Apple is still ahead of its time and is swarming with innovative ideas from which to draw inspiration. For Laetitia today : "the future of retail is designed in New York." She is coming to tell us why.

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Speaker

OLIVIER MOKADDEM
(Director, FAST & FRESH)



His Talk

« How not to miss out on the Y and Z generations : examples of the Jo&Joe hotels (AccorHotels) »

To appeal to new generations which are more often attracted by an apartment on Airbnb than by a room at the Ibis or Novotel, the Accor group has decided to break the trend of traditional hotels. Its JO & JOE concept is unique. Just like the method that presided over its creation. Director of the agency Fast & Fresh, specializing in the study of consumer behaviour, Oliver Mokaddem participated in this great adventure. He will explain to us how he has approached this topic. On the agenda: science, design and strategy, with a pinch of UX.

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Speaker

**ANTOINE TESQUIER-
TEDESCHI**

(Brand Manager, LTU TECH)



His Talk

« Connected packaging : a media which the brands must seize »

Antoine Tesquier-Tedeschi is a French designer who multiplies beautiful projects. He was already on Print In Progress last year to talk about his MYPACK app and his first assignments with groups like Danone and Orange. He returns this year as Brand Manager of LTU Technologies, to tell us the rest of his story. A story where MYPACK has become an independent and free media designed to “help consumers make a better choice of our products and help brands to conceive better”. The Clarins cosmetics brand and the PUIG group are part of his early adopters.

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Speaker

MÉLANIE RIOU-DÉSURIER
(CEO, RIOU SOLUTIONS)



Her Talk

« **Connected print, web-to-print, web-to-video... Solutions for business profitability** »

Founded in 1982, specialist in digital printing since 1996, Riou Solutions has never incorporated the word “printing” to its identity. Dramatised spaces, packaging, merchandising, connected print, web-to-print, web-to-video, variable data... This company from the Hauts-de-France region offers graphic solutions for the actors of the communication whose core business is data processing . She will explain how, thanks to her solutions, she has changed the life of big brands.

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Speaker

CHARLES LOYER
(Digital Media Manager,
ÉTAPES:)

étapes:

His Talk

« Conversational design : a new vocabulary for brand images »

The vocal will take a predominant part in our relationship with technology. However, and fortunately, it will not erase everything on its path. On the contrary, if it develops well, it will be a gateway resulting more than interesting to many creative areas, including image. Conversational design will be able to intervene where the image is currently used in a totally ineffective way. This calls for the end of visual excuses and untimely dissemination with the aim of gaining visibility, to the benefit of an increased concentration in the value of content and the importance of choosing its channels of dissemination. The role of image creatives and professionals will be paramount and their work, rightly respected, will only gain improved prominence.

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Our Partners



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ABOUT THE TRADE SHOW

Print In Progress – The Creative Industries Showroom is organised by the 656 Editions teams. Part of the Infopro Digital group, 656 Editions brings together trade shows, press headlines and marketing services specialized in communication, graphic arts and creative industries markets.

More information on printinprogress.fr/en



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