

Designplus

Packaging Strategy Workshop

A Brunel and WestFocus initiative

Unwrapping the future

Brunel University and **Designplus** are pleased to offer a professional development course aimed at giving packaging professionals in strategic roles a cutting-edge advantage over their competitors.

The Challenge

The major challenge for our industry is to design effective, vibrant packaging for increasingly sophisticated markets within the constraints of a fluctuating global economy. Change is happening much faster, leading to increased unpredictability and instability.

How can the packaging industry prepare for what's to come?

Which materials will we be using?

Will packaging have the same functional and emotional roles?

How can we cope with waste?

In this guided workshop we will explore possible answers to these questions and links between design, materials, branding and future-forward thinking.

The Objectives

The aim of this short programme is to help delegates sharpen their understanding of innovation and strategic thinking and to provide a practical framework to incorporate future ideas into today's management and packaging strategies.

You will be able to:

- challenge current thinking in marketing and branding for packaging leaders
- make better strategic decisions about future packaging materials
- integrate tomorrow's knowledge into today's strategy

Who Should Attend

This course is designed for professionals in all areas of packaging from designers and technologists to retailers and branding strategists.

The Format

This is a one-day workshop designed and delivered with three different perspectives from packaging experts on materials, design and marketing strategy.

Time is built in throughout the day to discuss delegates' current issues and to identify potential solutions to match their specific commercial and business needs.

Session one

We will set the scene for the three tailored sessions to follow with a debate around key industry agendas. What are the biggest problems facing your industry? What will be the biggest problems in 25 years time? Will it be waste, economic power shift, scarcity of materials?

Session two

This session will focus on packaging materials. If you're considering a new material, the decision has to be right. We will explore trends in materials science and requirements for future research. We can work through the buzzwords and the hype to deliver practical materials solutions. Looking into the future, what really drives technology and innovation?

Session three

This session will focus on the evolution and revolution that continue to sweep through consumer markets and what this means for brand owners. Changes include an ageing population, new ways of shopping, time poverty/cash richness and the emergence of new methods of market segmentation based on new groupings and individuals. We will look at how companies can develop an innovative culture that drives forward consumer involvement with their brands.

Session four

Design Futures strategy workshop: integrating knowledge of the future into today's business and innovation strategic decisions.

Summary and wrap-up:

Key steps for the future.

Packaging Strategy Workshop: Unwrapping the future

A Brunel and WestFocus initiative

Course Leaders



Dr Lynn Gabrielson

Lynn has a broad background and experience in different areas of materials teaching and research. Her work has covered metals, ceramics, polymers and composites. Her main interest is packaging technology, especially the materials aspects. Lynn currently works for Brunel University delivering the technical content of the MSc Packaging Technology Management programme. As well as the hard science, she also enjoys the softer aspects of new product development, marketing and consumer safety. Before joining Brunel University, she spent 11 years in industry working in polymers and electronics.



Peter Schmidt-Hansen

Peter is a freelance lecturer, industrial consultant and an Associate Tutor at UEA. He has established and run several Masters programmes. His teaching covers business strategy, marketing, new product development, design, project management and business skills. His consultancy work is based on strategic development, change management, innovation, and technology networking. A trained engineer, he has extensive industrial experience having worked as a manufacturing manager, marketing manager, strategic planner and managing director within a number of international packaging groups.



Maria Ana Neves, MA

Maria Ana is an entrepreneurial and idea-driven systems thinker as well as a design strategist for business and social change through innovation. A trained designer, she has led businesses and processes of change through design thinking skills, improving or developing innovation, design and brand strategies with particular focus on value creation for the triple bottom line. Current projects include coordinating Brunel Designplus activities, a start-up innovation collaborative platform to design-out the need for packaging waste, and running innovation workshops for inspiring new business thinking.

Further Details

Venue: Brunel University, Uxbridge, Middlesex UB8 3PH

This location gives easy access to the transport network that embraces London and South-East England. For more details see www.brunel.ac.uk/about/where

Course Fees:

To be confirmed.

Fee includes buffet lunch and excludes travel and accommodation costs. For accommodation at Brunel visit www.brunelconferenceservices.co.uk/accommodation/

Cancellation: Delegates can cancel participation with the following terms:

One week or less prior to workshop date: no refund

One to four weeks prior to workshop date: 25% refund

More than four weeks prior to workshop date: 60% refund.

Substitutions: Substitute delegates will be accepted at no extra charge.

Registration and Payment: You will be invoiced when you register. Full payment must be received four weeks prior to the workshop.

Accreditation



Approved as Professional Development by the Institute of Materials, Minerals and Mining.

On-demand and in-house courses:

For organisations that have particular needs, or are not based in London, we are able to offer a bespoke course, tailored to your specific aims and context, held at a venue of your choice.

To book:

Visit www.designplus.org.uk/courses

For more information:

Packaging Strategy Workshops:

Maria Ana Neves

maria.neves@designplus.org.uk
+44(0)7825 250 944

Projects with Designplus:

Stephen Green

stephen.green@brunel.ac.uk
+44(0)1895 266 324

Support:

Theresa Pert

theresa.pert@brunel.ac.uk
+44(0)1895 267 499