

# WPC8 delivers an intensive conference programme

 By [Louise Marsland](#)

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The World Print and Communication Congress (WPC8) being hosted in Cape Town in South Africa from the 24 - 28 January 2005, has an intense four-day programme of mainly international speakers across the disciplines of print, including design, newspapers, packaging, magazines and strategy.

Over the weeks leading up to this major event, Bizcommunity.com will profile some of the speakers and their topics to give readers a better idea of what to expect. Bizcommunity.com will also field a full team at the conference in January to bring readers the highlights of this event, as it happens.

Astute observer of the graphic arts industry and no newcomer to presenting papers on a variety of industry topics across the globe, Dennis E Mason will present a summary report of the major printing and communication trends in various global markets on day one of the Congress. Mason is President of Mason Consulting Inc, a specialist consultancy in the Graphic Arts and Electronic Industries, and is based in Illinois, USA.

Mason will also facilitate and lead an interactive discussion on "Where the future of the industry lies". This discussion will encourage participation from all delegates and will assist in determining the key success drivers for the future of the industry.

Another interesting speaker, and one who brings a wealth of experience with him, is Michael Makin, CEO of the Printing Industries of America (PIA). Makin will deliver an in-depth presentation on the PIA study "The Power of Print". The power of the print medium is largely underestimated by many customers across the globe and this presentation will highlight the value added by print in the 21st century.

Given that WPC8 is being hosted in South Africa, the event organisers have incorporated a fascinating African element, with business relevance for delegates, with an address by Ian Thomas on "Managing People - Lessons from the African bush". Ian Thomas is a business graduate who has studied lions at close quarters during 20 years as a game ranger in Africa. Thomas believes people and especially business people, can absorb and learn from the animal kingdom. Sound business sense is interlaced with humour and an ability to tell stories. Thomas is the author of "The Power of the Pride" and has been featured in many global management magazines. Thomas is also one of South Africa's foremost wildlife photographers.

South African brands and branding expert, Jeremy Sampson, Head of the South African office of Interbrand, will speak on "Designing for print in today's new order". Interbrand was founded in London in 1974 and attribute their success to continually challenging their own ideas of what a brand can be and through the diversity that surrounds us all. Sampson's

talk promises to be relevant to both packaging and printing stakeholders.

For further details on the exciting Congress programme planned for WPC8, please visit [www.wpc8.com](http://www.wpc8.com). The website also offers comprehensive details on the supporting social events calendar, spouse programmes, accommodation options and full delegate booking information. There are only a limited number of delegates that can be accommodated at WPC8, so be sure to secure your place today.

## ABOUT LOUISE MARSLAND

Louise Burgers (previously Marsland) is Founder/Content Director: SOURCE Content Marketing Agency. Louise is a Writer, Publisher, Editor, Content Strategist, Content/Media Trainer. She has written about consumer trends, brands, branding, media, marketing and the advertising communications industry in SA and across Africa, for over 20 years, notably, as previous Africa Editor: Bizcommunity.com; Editor: Bizcommunity Media/Marketing SA; Editor-in-Chief: AdVantage magazine; Editor: Marketing Mx magazine; Editor: Progressive Retailing magazine; Editor: BusinessBrief magazine; Editor: FMOG Files newsletter. Web: [www.sourceagency.co.za](http://www.sourceagency.co.za).

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