

World Print Congress to wow Cape Town in January 2005

If you are serious about the future of the world printing and communications industry, there are a myriad of reasons not to miss out on the World Print and Communication Congress (WPC8) being hosted in Cape Town, South Africa from 24 - 28 January 2005.

These reasons include: global networking opportunities, access to a global print and communications exhibition, and most importantly, the diverse programme and line-up of world-class speakers who have been selected for their knowledge, experience and passion in their area of expertise.

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, visit 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.

Editorial contact

The Write Agency on behalf of WPC8

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