

Future Unpacked

Food & Drink BUSINESS **L!VE** + **PKn** PACKAGING NEWS **L!VE**

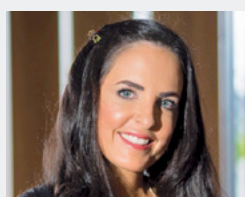
The premier business forum for the food and beverage production, packaging and branding professional.



KEYNOTE
Jules Lund
Founder, Tribe Group



KEYNOTE
Tamara Howe
Marketing Director, Kellogg Australia



KEYNOTE
Tamara Trentain
Director & CEO, FivePointFour



Stephen Chapman
Co-Founder & CEO,
Shine Drink



Troy Douglas
Co-Founder & Global CEO,
Nexba Naturally Brave



Monica Meldrum
Founder,
Whole Kids



Sara Salter
Managing Partner & Co-founder,
Saltmine Design Group



Mark Dingley
CEO, Matthews
& Chairman, APPMA



Taby Taylor-Ziane
Strategy Director,
31st Second



Paul Randall
Brand Innovation Manager,
HP Inc UK



Adam Robinson
Insights and Category
Manager, Visy



Robert Marguccio
Business Manager –
Packaging & Inspection Systems,
Heat and Control



Mark Wiedermann
Marketing Director,
Frucor Suntory



Doug Smith
Founder, Robot Technologies-
Systems Australia



Brett Wiskar
R&D and Innovation Director,
Wiley



David Charles
General Manager,
Birch & Waite



Peter Taitoko
Managing Director,
RMR Process

Tuesday, 22 August 2017
SMC Conference & Function Centre,
66 Goulburn St, Sydney

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08.30 WELCOME

- **Lindy Hughson:** Publisher, Food & Drink Business and PKN Packaging News
- **Amanda Bryan:** Editor, Food & Drink Business

SESSION TASTE OF TOMORROW

08.45 OPENING KEYNOTE: REMODELLING READY MEALS

Female entrepreneur of the year (USA), Tamara Trentain will divulge the winning strategies that have seen her take her ready meals business from \$500k to \$10m turnover in two years.

- **Tamara Trentain:** Director & CEO, FivePointFour

09.20 THE NATURALLY BRAVE SUGAR FREE MOVEMENT

One half of the 'Aussie Boys' duo changing the game in sugar-free beverages, Troy Douglas will talk about authenticity, how to plan conservatively and create your own luck, and how innovation and your customers are your best friends.

- **Troy Douglas:** Co-Founder and Global CEO, Nexba Naturally Brave

09.50 PROFIT WITH PURPOSE: RESHAPING THE SNACKS INDUSTRY

Creating healthy snack choices for kids in a way that gave back to the community was the founding objective of the Whole Kids organic snack business. It's an approach that has won the company awards and contracts. Monica Meldrum will share the Whole Kids story and the ethos underpinning its success

- **Monica Meldrum:** Co-founder and Director, Whole Kids

10.15 DOING BUSINESS IN THE YEAR WE LIVE IN

Shine has created a new 'smart drink' category addressing today's consumer needs in record time with record results. Steve Chapman will talk about the brand's fast track to market, scaling up production, and success on social media.

- **Stephen Chapman:** CEO & Co-Founder, Shine Drink

10.45 MORNING TEA

SESSION FUTURE FACTORY

11.15 DESIGNED FOR GROWTH

Using the case study of the new facility for food brand owner Birch & Waite, opening in Sydney in August, we take a closer look at how mid-tier companies, ready to invest in innovation, can scale up their production facilities in stages, with designs to meet future growth and technology changes.

- **Peter Taitoko:** Managing Director, RMR Process
- **David Charles:** General Manager, Birch & Waite

11.45 HIGH TECH IN TEN

As a prelude to the panel discussion, we take a ten-minute tour of what's possible in factories using AI, AR and VR technology.

- **Brett Wiskar:** R&D and Innovation Director at Wiley

11.55 PANEL: FOOD+PACK 4.0 – NEXT STEPS TOWARDS THE SMART ENTERPRISE

The panel will explore how a connected infrastructure of people, processes and technology can lift businesses to new levels, and the steps Aussie manufacturers large and small can take to bridge the gap between current infrastructure and the smart facility of the future.

- **Moderator:** Lindy Hughson
- **Mark Dingley:** CEO, Matthews and Chairman, APPMA
- **Robert Marguccio:** Business Manager Packaging & Inspection Systems, Heat and Control
- **Doug Smith:** Chairman, Robot Technologies-Systems Australia
- **Brett Wiskar:** R&D and Innovation Director at Wiley

12.40 LUNCH

SESSION RISE OF SMART BRANDS

13.20 KEYNOTE: SOCIAL TECH AND THE YEAR AHEAD

Media personality Jules Lund, founder of influencer marketplace TRIBE, will lead an interactive session that features both an entrepreneurial content creator and an FMCG marketer. This session will bring to life how brands are tapping into the world's creativity and will show that even the photos in the audience's phone are worth buying.

- **Jules Lund:** Founder, Tribe Group

14.00 DESIGNING CONSUMER EXPERIENCES

How digitally printed packaging can create new levels of consumer engagement through use of customisation, versioning and unique limitless editions.

- **Paul Randall:** Brand Innovation Manager, HP Inc UK

14.30 INTELLIGENT PACKAGING: HOW FAR CAN WE GO?

A closer look at emerging 'smart' technologies integrated in packaging that are adding a new dimension to the brand platform.

- **Adam Robinson:** Insights & Category Manager, Visy

15.00 AFTERNOON TEA

SESSION ENGAGING MILLENNIALS

15.30 MILLENNIAL ADVENTURES ALONG THE PURCHASE JOURNEY

Exploring the wild ride that is the contemporary purchase journey, how millennials navigate it and global examples of brands that are along for the ride.

- **Taby Taylor-Ziane:** Strategy Director, 31st Second

16.00 TRUTH IS A MILLENNIAL MOVEMENT

A conversation about the motivations of millennials and how brands can evolve their below-the-line presence.

- **Sara Salter:** Managing Partner & Co-Founder, Saltmine Design Group
- **Mark Wiedermann:** Marketing Director, Frucor Suntory

16.35 KEYNOTE: THREE BIG BRANDS, THREE BRAND NEW APPROACHES

The so-called 'millennials' are different to other cohorts in the way they consume media, and their path to purchase, and this is having a major impact on marketing efforts. Tamara Howe will cover three innovative approaches to target millennials across three Kellogg brands: Nutri-Grain, Special K and Pringles.

- **Tamara Howe:** Marketing Director, Kellogg Australia

17.10 CLOSING

17.15 NETWORKING DRINKS