DRAFT PROGRAM AFERA ANNUAL CONFERENCE 2019

**General**

The program development of Afera’s 2019 annual conference will be based on the following criteria.

*In general*

* The program should be developed with the various goals and initiatives of the 2018 Strategy in mind, and all sessions and activities should be connected to one or more goals and initiatives of the 2018 strategy.
	+ The conference should especially focus on the goal: “*Help making the Tape Industry as a whole Future Proof*”

*In particular:*

* Content type, form and ‘level’ should contribute to the Afera strategic initiative “*START/GROW - Challenge ourselves- Raise ambition “beyond normal”, through knowledge & inspiration*”
* The program should include themes, related to the following initiatives (*7/16*):
	+ *“START – Raise Awareness of demographic changes in workforce*”
	+ *“START – educating our future industry workforce [big one, 2020+]”*
	+ *“GROW - Increase industry perception/awareness of necessity and that sustainability is an opportunity”*
	+ *START - Promote end-user awareness about environmental PST success stories - 2019 Sustainability Award?*
	+ *“GROW - Increase (modern) new networking opportunities – SAFE/TRUSTED environment.”*
	+ *“CONTINUE - Raise Awareness / Knowledge amongst members (regulation)”*
	+ *“START – Existing Member Engagement Activities”*

**Overall theme 2019**

**“Making the Tape Business Future Proof”***War for Talent – Next level Business – On the edge Technology - Circular Economy*

**Program overall concept**

The formula of a morning program during 2 consecutive days, one day focusses on business topics and the next day on technology topics, combined with a leisure/social program on the afternoon of the first conference day seems to remain a ‘winning formula’. We propose to continue that format, while tweaking the formula with feedback topics from the 2018 participants survey.

* More network opportunities
* More interaction in the program
(potentially less speakers / better speakers / more interaction)
* Attract more tape producers / converters
* Topics: digitization, raw materials, pricing, growth development, circular economy
* Balance / mix: tape-related topics <> inspirational topics

Program topics per day

General: Built-in network opportunities in the program (<https://kahoot.com>, <https://northpolls.com> etc.) ?

Speaker from a business school..is there one in Lisbon?

Day 1 *(in no particular order)*

* International trade relationships, effect on Europe? (interview/debate with global association leaders)/European elections/
* Next generation workforce // war for talent // recruitment of next generation // management style when working with next generation // - HR/scouting consultant?
* Hidden Opportunities in Market Data/technology trends – finding industry opportunities
* Artificial Intelligence, big data etc. >how to prepare for the 2025 horizon // Digital transformation
* Growthhacking / agile / lean
* Plenary Talks
* Followed by 1 hour breakout sessions with the external speaker / expert –
	+ Appoint committee members to moderate the sessions
* Then return in plenary – most remarkable outcome to be shared
* 2019 Innovation stars – best idea of the last 12 months being commercialised (sourcing candidates form the member base > longlist / voting shortlist > 3 ‘winners’ > on stage with 6 minute powertalk> debate “ the success behind winning innovations” – or “pitch wall” (poster session) participants select best during day 1

**The business model for sustainability // sustainability cases as an innovation //
+ “2019 Sustainability Award”** 🡪 **move to the social program??**

Day 2 *(in no particular order)*

* Tech-Vision 4.0. - Shorter Lifecycles / Ageing Population / New Construction Methods / Demand for Lightweight innovation>“expert talk’
* Regulatory
	+ Learnings form other industries - identify opportunities for future success
	+ Regulatory in context of Brexit
* Major technology changes that may influence the adhesive tape market substantially (as discussed during the strategy session / alternative bonding methods) >survey members prior to the conference – break down suppliers/producers/converters – present and discuss results
* Raw material / pricing outlook (how to deal with that // which opportunities does it present for applications)>e.g. BASF + HB Fuller teaming up?
* Evert – PSTCtechnical event talk spin off – construction and take aways from the PSTC event in Baltimore