**PRESS RELEASE** 

15 June 2023

**FIRST PERSONALISATION EXPERIENCE HELPS VISITORS UNLOCK THE VALUE OF PERSONALISATION**

***FESPA confirms Personalisation Experience 2024, Amsterdam***

The first *Personalisation Experience* event from FESPA took place in parallel with FESPA Global Print Expo and European Sign Expo 2023 in Munich last month (23-26 May) delivering a rich expert-led conference programme, together with the opportunity for all visitors to connect with providers of personalisation technologies and order personalised products in the *Personalisation Experience Zone*.

Richard Askam, FESPA’s Personalisation Experience Ambassador comments: “This was the first event of its kind, combining a conference programme and exhibition space to give a rounded perspective on the scope for personalisation to deliver commercial growth. FESPA saw the need to demonstrate how personalisation adds value, and delivered delegates a 360-degree view of the significance of personalisation to different industries. Personalisation Experience also reflected the contribution of the entire supply chain, from printers, manufacturers, data scientists and technology providers to creative agencies, brands and retailers.“

With a line-up of 25 speakers, the Personalisation Experience conference encouraged lively debates and offered insights into the psychology and behavioural science that makes personalisation so effective, the commercial value of personalisation, and how digital transformation, technology and software solutions enable customisation.

Personalisation Experience speaker, Steve Donegal, Regional Sales Manager, Landa Digital Printing UK commented: “It’s been really valuable to give everybody a perspective on one possible future out of many possible futures.”

“It delivered a diverse panel of speakers from manufacturing and tech to advertising so it was great”, added Ava Nwosu, President, Jade Marketing, who visited the conference.

Steve Richardson, Commercial Director of Optimus Group Ltd., a Personalisation Experience exhibitor commented: “We’re delighted with the show and it’s a good fit for FESPA to have this personalisation area.”

Duncan MacOwan, FESPA’s Head of Marketing & Events comments: “Visitors engaged enthusiastically with the Personalisation Experience content programme and exhibition, reaffirming our belief in the importance of investing to educate our community and help them unlock value by turning ideas into real business propositions. We’re thrilled to see this first event come to life, and look forward to evolving Personalisation Experience further as we develop our plans for 2024.”

The next Personalisation Experience will take place alongside FESPA Global Print Expo, European Sign Expo and Sportswear Pro, from 19 - 22 March 2024 at the RAI in Amsterdam, Netherlands.

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**About FESPA**

Founded in 1962, FESPA is a global federation of Associations for the screen printing, digital printing and textile printing community. FESPA’s dual aim is to promote screen printing and digital imaging and to share knowledge about screen and digital printing with its members across the world, helping them to grow their businesses and learn about the latest developments in their fast growing industries.

**FESPA Profit for Purpose**
Profit for Purpose is FESPA’s international reinvestment programme, which uses revenue from FESPA events to support the global speciality print community to achieve sustainable and profitable growth through four key pillars - education, inspiration, expansion and connection. The programme delivers high quality products and services for printers worldwide, including market research, seminars, summits, congresses, educational guides and features, in addition to supporting grassroots projects in developing markets. For more information visit, [www.fespa.com/profit-for-purpose](http://www.fespa.com/profit-for-purpose)*.*

**Forthcoming FESPA events include:**

* FESPA Mexico 2023, 17 – 19 August 2023, Centro Citibanamex, Mexico City
* FESPA Africa 2023, 13 – 15 September 2023, Gallagher Convention Centre, Johannesburg
* FESPA Eurasia 2023, 23 – 26 November 2023, IFM - Istanbul Expo Center, Istanbul, Turkey
* FESPA Middle East 2024, 29 – 31 January 2024, Dubai Exhibition Centre, United Arab Emirates
* FESPA Brasil 2024, 11 – 14 March 2024, Expo Center Norte, São Paulo
* FESPA Global Print Expo 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* European Sign Expo 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* Personalisation Experience 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands
* Sportswear Pro 2024, 19 – 22 March 2024, RAI, Amsterdam, Netherlands

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