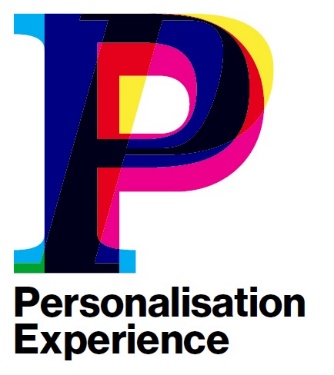
**PRESS RELEASE** 

25 January 2024

**FESPA SHARES COMPLETE PROGRAMME FOR 2024 PERSONALISATION EXPERIENCE CONFERENCE**

FESPA has announced its 2024 Personalisation Experience conference programme, which will run alongside the Personalisation Experience exhibition space. At the conference, which is taking place on 20 March 2024 at the RAI Amsterdam, The Netherlands, delegates will learn about the power of personalisation – and why it’s important for customised products to be delivered at speed.

The Personalisation Experience conference will once again be moderated by FESPA’s Personalisation Ambassador, Richard Askam. Richard was a driving force behind the ShareACoke campaign for Coca-Cola and was also heavily involved with personalised marketing campaigns for brands such as Dove, Lynx, Marmite and Nutella.

Confirmed conference sessions, which will be delivered in English, include:

* **A View of Personalisation from the Advertising World** – Back by popular demand, this session will see the return of Justin Cairns, Head of Production (Offline) at Ogilvy, in the spotlight and interviewed by Richard Askam. They will explore topics such as how to successfully deploy personalisation in print for a seemingly hard-to-crack audience.
* **Personalised Approach to the Next Generation of NFL Fans** – Brett Gosper, CEO of NFL Europe, will explain how his organisation is taking a personalised and inclusive approach to encourage children to take up football – the sport considered to be the entry point for potential future NFL stars. Brett, who was formerly the CEO of World Rugby, will also highlight how, in a world that is increasingly busier and noisier, it is ever more crucial to use all available solutions – including personalisation – to attract the next generation of players and fans.
* **AI Brings "Total Personalisation" in Print** – Bernd Zipper, CEO of ZipCon Consulting, will offer an outlook on AI trends and why the technology is set to impact personalisation in print.

Further speakers from brands including Art Vision, Media Clip and PRINTFUL, as well as Aachen University, will delve into additional topics such as: creating value with personalisation; aligning productivity and demand; understanding the value of customers’ self-expression; and how personalisation has the power to make fashion more circular and emotionally meaningful.

A series of fireside chats and Q&A sessions led by Richard Askam and print experts will also be included in the programme.

The full Personalisation Experience conference schedule can be found here: <https://www.personalisationexperience.com/2024-agenda>.

Richard Askam, FESPA’s Personalisation Ambassador, comments: “I’m really excited with the lineup for this year’s conference. We’ll be joined by a great mix of speakers with a clearly defined direction of travel for the topic of personalisation as we drill down into what printers need to do to excite the next generation of consumers.”

Co-located with FESPA Global Print Expo, the experiential Personalisation Experience exhibition space, will offer visitors the opportunity to see the latest technology and software innovations used in personalised production, while networking and sharing knowledge with like-minded professionals. A key focus of the exhibition will be the [Personalise Make Wear](https://www.personalisationexperience.com/visit/personalise-make-wear-partners) smart factory, showcasing live end-to-end production and personalisation of sportswear and sports merchandise.

Duncan MacOwan, FESPA’s Head of Marketing and Events, added: “As digital printing solutions continue to advance and evolve, there’s an increasing expectation from customers for the products they’re buying to be personalised – and to reach them quickly. In addition, personalisation creates remarkable value for the customer, ultimately giving brands a competitive edge.”

“Building on the success of the inaugural Personalisation Experience conference last year, we look forward to hosting the comprehensive 2024 programme in Amsterdam and welcoming a host of experts in their fields to share their experience. We hope to inspire delegates to take the next step in personalisation and, with access to a range of technology solutions within the Personalisation Experience exhibition and FESPA Global Print Expo, I’m confident that visitors will leave feeling equipped to expand their personalisation offering.”

A ticket for the Personalisation Experience conference area, priced at €295, gives unlimited access to both the conference and Personalisation Experience exhibition area, as well as the co-located FESPA Global Print Expo, European Sign Expo and Sportswear Pro 2024 exhibitions. Visitors who register before 19 February can save €30 on their ticket when using code FESM403.

For more information on Personalisation Experience 2024 and to register, visit: <https://www.personalisationexperience.com/>

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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 Middle East 2024, 29 – 31 January 2024, The DEC, Dubai, UAE
* FESPA Brasil 2024, 11 – 14 March 2024, Expo Center Norte, São Paulo, Brazil
* 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
* FESPA Mexico 2024, 26 – 28 September 2024, Centro Citibanamex, Mexico City

**Issued on behalf of FESPA by AD Communications**

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