



E-Commerce Xperience Agenda

Tuesday, February 18

6:00-8:00 pm Opening Night Reception *Sponsored by Koenig & Bauer/Durst*

Wednesday, February 19

7:00-8:00 am Breakfast

8:00-9:30 am General Session

8:00-8:45 The Future of Amazon Vendor Packaging

- *Presented by Brent Lindberg, Founder, Fuseneo*

8:45-9:30 Understanding Packaging in an E-Commerce Process

- *Presented by Jared Butts, Senior Manager, Customer Supply Chain- Ecommerce, The Hershey Company*

9:30-9:45 am Coffee Break *Sponsored by Tilia Labs*

9:45-11:00 am General Session

9:45-10:30 E-Commerce Dynamics and their Impact on Corrugated Packaging Demand

- *Presented by Ron Sasine, Principal, Hudson Windsor, LLC*

10:30-11:00 Making the Sales Shift from Standard Packaging to E-Commerce

- *Presented by Richard Brown, President, The BoxMaker*

11:15-12:15 pm Breakout Sessions

- **Digital Printing as a Part of the E-Commerce Strategy**
 - *Presented by Liz Logue, VP Customer/Brand Engagement and Strategy, Inkjet, EFI*
- **Holiday Packaging: How Digitally Native Brands are Utilizing the Web to Print to Drive Loyalty and Increase Engagement**
 - *Presented by Miriam Brafman, CEO/Owner, Packlane*
- **Getting Your Packaging Ship Shape**
 - *Presented by Brent Lindberg, Founder, Fuseneo*

12:15-1:15 pm Lunch *Sponsored by Poteet Printing*

1:15-2:15 pm Breakout Sessions

- **Optimizing Packaging for an E-Commerce World**
 - *Presented by Olivia Pietersen, Co-Founder, The Packaging Company*



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- **Understanding Amazon Packaging and APASS Guidelines**
 - *Presented by Ron Sasine, Principal, Hudson Windsor, LLC*
- **Technologies that Support E-Commerce Frustration Free Packaging Enhance Consumer Experiences and Facilitate Painless Returnability**
 - *Presented by Tania Montesi, Business Development Manager, E-Commerce, H.B. Fuller*

2:15-2:30 pm Refreshment Break

2:30-4:00 pm General Session

2:30- 3:15 Understanding Your Customer's Customer - Packaging's Influence at the Doorstep

- *Presented by Andrew Hurley, Associate Professor of Packaging Science, Clemson University*

3:15-4:00 Brand Identity and Packaging Experience

- *Presented by Paul Chambers, Co-Founder and CEO, SUBTA (Subscription Trade Association) and Paul Jarrett, Co-Founder & CEO, Bulu Box*

4:00-5:00 pm Brand Panel Discussion: How E-Commerce Builds Brand Image

- *Moderated by Mike D'Angelo, President, AICC*
- *Panelists: Jared Butts, Joseph Fernandez, Paul Jarrett*

6:30-7:30 pm Networking Reception *Sponsored by HP*

Thursday, February 20

7:00- 8:00 am Breakfast

8:00-9:30 am General Session

8:00-8:45 Marketing E-Commerce Capabilities to Brands (Getting Past the Gatekeeper)

- *Presented by Joseph Fernandez, Senior Packaging Engineer, Vera Bradley*

8:45-9:30 Turning Your Traditional Operations into an Agile E-Commerce Enabled Packaging Powerhouse

- *Presented by Michael Pelletier, Operations Leader & Founder, Scaling Operations, LLC*



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9:30-9:45 am Coffee Break *Sponsored by Tilia Labs*

9:45-12:00 pm General Session

9:45-10:30 Digital Printing and E-Commerce: There's More to it Than You Think

- *Presented by Mark Mathes, CEO, Vanguard Packaging*

10:30-11:15 Packaging is the New Storefront

- *Presented by Jesse Genet, Founder & CEO, Lumi*

11:15-12:00 Go to Market Faster Using the Latest Digital Printing & Software Technology

- *Presented by Abby Byland, Director of Creative Services, Dusobox and Stephen Shannon, National Sales Manager, HP*

12:00-1:00 pm Lunch

1:00-2:15 pm General Session

1:00-1:45 The Impacts of E-Commerce on the Corrugated Value Chain. How Should Converters Be Preparing for the Industry Transformation?

- *Presented by Robert Stabler, Managing Director, Koenig & Bauer Durst*

1:45-2:15 Elevate E-commerce Customer Conversations with the new P+PB Sales Channel Toolkit

- *Presented by Sarah Meiburg, Director of Industry Outreach, Paper and Packaging Board*

2:15-2:30 pm Refreshment Break

2:30-3:30 pm General Session

Box Plant Panel Discussion: The Benefits and Challenges of E-Commerce

- *Moderated by Steve Young, Ambassador at Large, AICC*
- *Panelists: Richard Brown, The Boxmaker; George Perreira, Whitebird; Mark Mathes, Vanguard Packaging; Richard Kelley, Dusobox*

3:30 pm Meeting Adjourned