



10. PRINT:DAY 2021



5th + 6th
October 2021

Move BEYOND DIGITAL

Spend two inspiring days with us on-site in a unique location. We look forward to joining us at print:day 2021!



Landschaftspark
Duisburg-Nord

OPTIMIZE YOUR PRODUCT COMMUNICATION FOR THE DIGITAL AGE

5TH OCTOBER 2021 AZUBI CAMP

As part of the 10th print:days 2021, we will be welcoming trainees from the fields of printing, media and design exclusively on the morning of October 5.

10-05-2021	HÜTTENMAGAZIN-NORDRHEIN-WESTFALEN(OG)
9:00 - 10:00	Registration Azubi Camp
10:00 - 10:45	The sanctuaries of print & publishing Nina Wagemeyer & Horst Huber, WERK II
10:55 - 11:40	Creativity - and where to find it! Simea Merki, morntag
11:50 - 12:35	Content systems: An overview Jürgen Burger, Simio

Platinum sponsors



Gold sponsors



Silver sponsors



Media partners





Day 1 October 5th

9:00 AM: Registration

Time	HÜTTENMAGAZIN		
	NORDRHEIN WESTFALEN (1)	METROPOLERUHR (B)	DUISBURG-MEIDERICH (B)
09:00 - 10:00	Registration Azubi Camp		
10:00 - 10:45	The sanctuaries of print & publishing <i>Nina Wagemeyer & Horst Huber, WERK II</i>		
10:45 - 10:55	ROOM CHANGE		
10:55 - 11:40	Creativity - and where to find! <i>Simea Merki, morntag</i>	Customer enablement in digitization projects <i>Ralf Jung, SDZeCOM</i>	Productive at last! Hot to accelerate marketing and publishing processes. <i>Alessandro Kurzidim, Celum</i>
11:40 - 11:50	BREAK AND REGISTRATION FOR NEWCOMERS		
11:50 - 12:35	Data quality - The success factor for digital transformation <i>Stefan Herold, SQLI Digital Experience</i>	Content systems: An overview <i>Jürgen Burger, Simio</i>	Babelfish 2021 - When Pimcore and the print:hub talk BMecat <i>Guido Sauerland & Fabian Fischer, Nexoma</i>
12:35 - 2:30	BREAK AND REGISTRATION FOR NEWCOMERS		
2:30 - 3:15	PXM and AI - the next PIM evolutionary steps. Vision and reality <i>Kersten Wirth, forbeyond</i>	Introduction and overview of the print:suite <i>Thorsten Rock & Sebastian Hardung, WERK II</i>	Quality assurance in dynamic publishing <i>Michael Giesen, Laudert</i>
3:15 - 3:45	COFFEE BREAK		
3:45 - 4:30	The Futue of Creativity <i>Ingo Eichel, Adobe</i>	Perfion PIM connector <i>Uli Finkler, Gaficon</i>	Contentserv product live experience with print:comet <i>Alexander Wörl, Contentserv</i>
4:30 - 4:45	ROOM CHANGE		
4:45 - 5:30		The future of print advertising media at Lusini <i>Nicole Greinwald & Michael Schneider, Pulsiva</i>	Contentserv and print:publishing hub - A perfect combination with many benefits <i>Florian Hawes & Peter Körner, Media Office</i>

Beginning at 7:00	<ul style="list-style-type: none"> » Dinner & social event » Admission and champagne reception » print:awards ceremony
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ALL SESSION DETAILS
<https://www.priint.com/en/priint-day.html>





Day 2 October 6th

FROM 8:15 AM: **Registration**

Time	GEBLÄSEHALLE	HÜTTENMAGAZIN		
	THEATERSAAL	NORDRHEIN WESTFALEN (1)	METROPOLERUHR (B)	DUISBURG-MEIDRICH
9:00 - 10:00	Welcome & keynote: Welcome back Horst Huber & Robert Lindmaier, WERK II			
10:00 - 10:15	COFFEE BREAK			
10:15 - 11:00	360° Content – How to fail, beginner's and advanced course Thorsten Hamann, Laudert	Everything remains – just different? The future of catalogs in B2B communication Jürgen Mayer, Hoffmann Group	print:Roadmap - next stop synnovation! Dietmar Feld & Horst Huber WERK II	Artificial Intelligence - Future and what is already possible today Katja Friehe & Michael Schulz, SQLI Digital Experience
11:00 - 11:15	ROOM CHANGE			
11:15 - 12:00	The future of publishing in a digitally driven omnichannel strategy: a panel discussion with representatives of the industry parrisonate & guests	Building powerful product stories - How to turn the print world upside down with digital product experiences Michael Heinrichs, Contentserv	print:suite 4.2 Dr. Gabriele Siegert, Werk II	Saving costs in multichannel publishing Ira Melaschuk, Melaschuk-Medien
12:00 - 1:15	LUNCH			
1:15 - 2:00	Make content work - How to make your content work for your products Reinhard Eisl, Celum	Change management in large-scale projects at bofrost* Thomas Borkowski, bofrost* & Michael Giesen, Laudert	print:comet - InDesign / Illustrator / PDF Renderer Leo Quensel, Paul Seidel & Christoph Soergel, Werk II	Why attention to detail and automation in print production are not contradictory. Martin Bons, igus® & Thorsten Frank, myview
2:00 - 2:15	ROOM CHANGE			
2:15 - 3:00	The variety of Wago print touch-points - From faceted catalogs, packaging, labels and technical drawings Artur Wozniak-Feldmeier, Wago	Innovation is a matter of the heart Haeme Ulrich, morntag	Porsche product catalog creation with document synchronization Jürgen Schäfer, Porsche & Christoph Krininger, a&f systems	Print dies. Or is it? Weber, MSM.digital Group GmbH (CoupLAR)
3:00 - 3:15	ROOM CHANGE			
3:15 - 4:00	Hansgrohe - Digitalization and print - contradiction or necessity? Timo Zimmermann, Hansgrohe	The magic triangle of Digitization Dietmar Rietsch, Pimcore	print:cloud - print:suite in a cloud or everything new? Dietmar Feld, Dr. Alfred Kohnert & Christian Krahn, Werk II	Product Experience for Digitalization Stephan Albers, Prodexa
4:00 - 4:30	Goodbye			

The presentations in the theater hall will be simultaneously translated into English

EXHIBITION

Please visit our exhibitors

ALL SESSION DETAILS

<https://www.priint.com/en/priint-day.html>

