

Welcome to

# THE INTERNET of PACKAGING

The future of brand connection

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**9:30**

Register + Continental Breakfast

**10:00**

Welcome + Intro

**10:10**

The Current State of The Internet of Packaging  
Mark Hewitt, SGK

**10:45**

The Importance of Experiences for Brands and Why  
Connected Experience Design Matters  
Joe Pine, Strategic Horizons

**11:25**

Break

**11:50**

The Creative Power of Augmented Reality  
Caspar Thykier, Zappar

**12:20**

Lunch

**1:20**

Digitizing FMCG Now  
Curt Schacker, EVRYTHNG

**1:55**

How Connected Packaging Can Help Brands Tell  
Their Story from the Shelf Out  
Peter Borowski, formerly PepsiCo/SC Johnson/Kraft

**2:25**

Break

**2:45**

From SmartLabel to Smarter Label  
Mike Fox, SGK

**3:20**

Evaluating the ROI and Role of Connected  
Experiences  
Paul Simonet, Anthem

**3:50**

Closing Statements

**4:00**

Cocktails + Networking

The Ace Hotel - Chicago  
Thursday, October 25th

SGK