

WOMEN IN PRINT

PROGRAMME

10H30-11H00

Registration, teas and coffees

11h00-11h10

Welcome Address

Lucas McDowall (Printing SA Cape Chamber, Chairperson)

11h10-12h30

Panel 1 Discussion

The discussions will highlight tips and tools that can be taught, instilled, and implemented for print businesses to navigate and/or redefine themselves and company culture post-Covid, while also exploring how attracting female talent into their businesses has led to increased profitability and greater business success.

Moderators:

Abisha Katerere Head, Marketing, Printing SA

Panelists:

Ayesha Jassiem – Group Director, Trident

Jassiem's first exposure to print was at a publishing house and her next job was as a junior receptionist at Trident. She was interviewed by the Financial Manager and when he asked her where she saw herself at the company, her answer was 'In your seat, sir'. After a year, she was promoted to a Creditors Clerk position and three months later was poached to the Client Service division. She became confident enough to handle clients completely on her own. After two years, she left and did a quick stint as an Accounting Clerk for one year and then spent two years at an advertising agency. Eventually, she made her way back to Trident. The latter part of her career saw her going through Client Service, Assistant to Director, Cost Accounting and eventually earning her stripes as a Director. In 2019, she was invited to join the Cape Chamber REC. Her newfound interest is Compliance, which she is currently studying.

Jean Lloyd – Global Principal Analyst, Keypoint Intelligence

Lloyd is a Global Principal Analyst of Colour Digital Label and Packaging (CDLP). She collaborates closely with clients to deliver thought leadership, strategy development, market intelligence and consulting. A digital print technology specialist with decades of experience, Lloyd is a results-driven international business leader that has lived and worked abroad, holding positions on various boards of well-known global technology brands. She was instrumental in introducing new digital technologies into many countries and markets based on her award-winning best practice business model for digital equipment. This successful programme contributed to YoY growth for both the OEM and the print companies. Lloyd has advised clients on end-to-end digital solutions, specialising in Industrial Inkjet technology and Production Print toner equipment and labels. A trusted independent advisor for equipment suppliers, she has also successfully assisted hundreds of printers and brand owners across the globe in their business transformation.

Saskia Ortelee – Managing Director, Comprint

Passionate about personal development, and improving things, Saskia is a 'big-picture person' that uses creative problem-solving to oversee her dynamic business. With an entrepreneurial background in interior design, project management and fashion, Saskia understands the inner-workings of the creative process and uses this knowledge to attract like-minded creatives and small businesses to Comprint's custom.

Chantal Donnelly – General Manager, Hirt & Carter

Donnelly is a South African born brand, digital and technology enthusiast. Over the past few years, she has been innovating, executing, travelling, researching, project managing, building platforms, implementing and enabling technology towards retailers, brands and consumers. She has over 25 years of experience in brand communication, product development, innovation, marketing and communications, advertising, print, media, digital and technology.

12h30-13h45

Lunch

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WOMEN IN PRINT PROGRAMME

13h45–15h00

Panel Discussion 2

These ladies will be exploring diversification within business and how businesses can do their part in finding and nurturing young and inexperienced talent to help ensure the future of print in the workplace by using technologies, machine learning, big-data, advanced process workflows and collaboration in changing the traditional way of looking at every facet of our industry

Moderators:

Charnia Yapp Publisher and Event organiser for Africa Print, Sign Africa and Modern Marketing

Panelists:

Anja Kirton - Wide Format Product Manager, FujiFilm



Kirton started her journey with FUJIFILM South Africa back in 2014 as a PA to the Managing Director, but through hard work and determination, she has worked her way up to becoming the Large Format Product Manager and Marketing Coordinator at the company. She is grateful for FUJIFILM's leadership and the management's commitment to staff development. Kirton has been able to travel and experience the brand on a global scale, further developing her passion for print. Historically, the print industry in South Africa has not been considered an industry where women would flourish, but Kirton would like to change this. She has worked hard to change the stigma associated with the industry and is proud to be considered a change maker that is equally respected, trusted and valued by her company, customers and suppliers.

Heidie – Mari Middel - Production Specialist, Kyocera



Middel is responsible for brand awareness and contributing to the marketing and sales of Kyocera Production products. She oversees the annual production plan and provides guidance for Kyocera Production dealers as well as training and upskilling, software and general support, and sales and solution consulting. As a production printing specialist, she was instrumental in launching Kyocera Document Solutions' first cutsheet inkjet device in the market, one of 165 devices installed worldwide. Her career has allowed her to work closely with customers and be part of the creative process. She enjoys learning and evolving with the inkjet industry and the technology. With production inkjet technology having advanced rapidly, she believes that it allows for a more competitive and profitable way to increase revenue and drive business growth.

Kaylene Lloyd – COO, Offernet



Lloyd is a creative technologist diving into the future of marketing. She is passionate about big data and all things tech, blended with the personal touch of print. She explores real-time insights of consumer behaviour at the Bastion & Flowe Digital Command Centre with keen explorations into intelligent print mechanics for measuring offline engagement. Personalisation, digitisation, integration and automation are what Lloyd lives by, while understanding the customer journey through the data-driven touchpoints of campaigns. She plays in the space past vanity metrics where results are the focus in order to showcase return on ad spend – the metric of truth. Creatively calculating a strategically bold approach to blazing through the graphics arts realm, Lloyd focuses on human talent bridged with machine learning models in an environment of niche expertises to develop looping ecosystems.

Kristin Mento – Creative Department Manager, Topinc Print Imagination



Mento is a Senior Graphic Designer who is passionate about print, great leadership, healthy company cultures and the wellbeing of creatives. She enjoys pushing the boundaries of what is possible in print and currently strives to master designing for speciality/embellishment printing across a variety of machines and materials. In 2021, she won the 'Beyond CMYK: Best Use Of Clear Award' in the Xerox Best of the Best for Creative competition and shows no signs of stopping there. Outside of the office, she mentors young creatives/women in print, is a community Youth Leader, is building a website that is centred around the wellbeing and upliftment of creatives, and is an active member of the print and design community.

15h00–15h10

Vote of Thanks & Closing

Danielle Arendorf, Regional Manager, Printing SA Cape Chamber

15h10–17h00

Networking