



# P<sup>3</sup> Forum

## People + Printing + Packaging

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Sponsored by the Clemson Packaging Graphics Association, benefitting the Clemson University Department of Graphic Communications.

Dates: Thurs, Oct 26 to Saturday, Oct 28, 2017

Location: Sonoco Institute for Packaging Design and Graphics

<http://sonocoinstitute.com>

*Schedule at-a-glance:*

### Thursday, Oct 26

4:00pm, Tour Sonoco Institute and Godfrey Hall

7:00pm, Social @ Godfrey Hall, hosted by the 2017-2018 Senior Class

### Friday, Oct 27

8:30am, Introduction and Welcome

9:00am – 9:45am, Keynote, Connie Silvillo, Chief Catalyst, Shed Brand Innovation

9:45am – 10:30am, “Scenario Planning”: Jay Sperry

10:30am – 10:45am, Break

10:45am – 12:00pm, “Ted-style” presentations

- Jeff Sandore (Director of Marketing, Tyson Foods): “When Brands Collide”
- Kevin Kohler (Vice President, SCHAWK): “The Value of Digital Printing”
- Jason Rhyne (President, IoPP Southeastern Chapter): “Connecting the Dots: Graphics and Packaging Engineering Silos”
- Dr. Nona Woolbright, (Associate Professor, Clemson University): “The Evolving Workforce” [nwoolbr@g.clemson.edu](mailto:nwoolbr@g.clemson.edu)
- Scott Gilbert (Director of Innovation, Phototype): “Success in Rapid Change”
- Ginny Carson CPP, AMPMP (Manager, Business Development Resource Center, Life Cycle Engineering): “Innovate Yourself”

12:00pm – 1:00pm, Lunch on site

1:00pm – 2:30pm, Workshops, small group sessions led by Jay Sperry

2:30pm – 3:00pm, Small group presentations

3:00pm – 3:15pm, Break

3:15pm – 4:00pm, The State of Clemson Graphics (Chip Tonkin + senior student)

4:00pm – 4:15pm, Honoring Clemson Alumni

4:15pm, Adjourn

## **Saturday, Oct 28**

Tailgate

CU vs GT Game