

"Pack & Gift 2011: Program loyalty!"

Such could be the strapline for Pack & Gift, an unique professional event dedicated to event and promotional packaging and gifts, which will take place this year on the 8th and 9th of June in Paris - Porte de Versailles.

This phrase is so perfect because, for brand promotion professionals, it's all about building client loyalty, creating strong links with consumers through coherent, creative event solutions. Pack & Gift offers concrete answers using its 200 or so exhibitors to unveil their most impressive promotional and gift packaging solutions. Birthdays, parties, launches... occasions not to be missed in order to stand out from the crowd and build excellent sales.

The program of conferences and round-table sessions, attached to this document, is an additional tool to aid reflection.

As proof, the round table session scheduled for Thursday, 9th June at 11 am is titled "loyalty is worth it!" and will pragmatically address the behaviour and motivations of today's consumer.

Appearing will be stars of the French and European circuits, known for their expertise: Philippe Rucheton, director of CCA International, Jérôme Blain, director of the Myevian.com program, an example of a successful exclusive client loyalty scheme, Frédéric Brasse, founder of Grand Angle Design and Lars Meyyer, an expert in relational marketing and client loyalty.

Other sessions will help visitors to reflect during the exhibition's 2 day duration, on topics as varied as innovation, creative inspiration, eco-design, legal protection or the object of promotion.

The attached full program will allow you to best organise your visit, reserving space at the must-see sessions!

Don't hesitate to order your press pass at

[www.packandgift.com/Press/accreditation form](http://www.packandgift.com/Press/accreditation_form)

Speakers and organisers will be delighted to assist you with your interview requests in the Press Centre.

For more information, visit: www.packandgift.com

IDICE organises professional events and fairs: Luxe Pack Monaco, Luxe Pack New York, Luxe Pack Shanghai, Pack & Gift and FIP solution plastique.

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