



**60**  
YEARS  
1963-2023



**Limited places available**

# INTRODUCTION TO ACTIVE & INTELLIGENT PACKAGING TRAINING COURSE - NEW - 24 JULY 2023

TO BE HELD ALONGSIDE



## OVERVIEW OF THE COURSE :

**Printed Packaging will NEVER be replaced even though nearly every other printed medium has shifted to digital and now sits on a smartphone or PC. Likewise, email and social media platforms are a crowded space where it is difficult to stand out.**

We use smartphones and smart appliances, drive smart cars, and we increasingly purchase consumer goods that are supplied and transported in smart packages. So, what makes all those things 'smart' and how can 'smart packaging' be implemented?

This course is designed to assist anyone who is responsible for packaging, marketing, operations, logistics in the consumer goods and broader supply chain seeking to stay relevant in their consumers lives by using smart packaging solutions that offer out-of-the-box business value.

The course will provide attendees with a better understanding of the smart packaging solutions currently available to transform the way they package, deliver and market their products and connect directly with consumer or offer value that will ensure customers 'come back for more'. Best Practice examples of award-winning packs from the PIDA awards and WorldStar Awards across Active & Intelligent Packaging will also be discussed in the course.

Discussions will cover Active & Intelligent Packaging in easy to understand terms, and will highlight applications being embraced by brands across various industries who are trying to leverage the benefits of smart packaging solutions to enhance their operations whilst at the same time providing an unparalleled customer experience. Is your business prepared for such transformations?

## COURSE OBJECTIVES:

- Develop a better understanding of Active & Intelligent Packaging solutions and the core technologies involved in their delivery.
- Understand the global standards that underpin the smart packaging revolution.
- Learn how various smart packaging solutions could be implemented and developed.
- Understand applications and use case examples of active and intelligent packaging from inventory management, to customer interaction as well as recycling, brand protection and product recall.

- Learn how reducing food waste is possible via smart packaging.
- Understand how to use data for insights and increased sales for your products.
- Learn how to utilise smart packaging platforms to stay relevant in consumers lives and increase sales.
- Learn how smart packaging can help mitigate loss events in the supply chain.

## WHO SHOULD ATTEND:

- Packaging designers and consultants.
- Marketing Executives.
- Operations Executives.
- Packaging manufacturers and converters.
- Distribution and logistics professionals.
- Packaging professionals who need to get 'up to speed' in a new area of packaging.
- Companies involved in the production and/or distribution of food & beverage, personal care, healthcare, pharmaceuticals and textile.
- Packaging companies involved in medical device packaging, industrial product packaging and other verticals.
- Retail organisations.

**WHERE:** To be held alongside Foodpro 2023  
Melbourne Convention & Exhibition Centre

**TIME:** 1.45 pm arrival for a 2.00 pm start  
Finishes at 5.00 pm AEST

## LECTURER:



**Michael Dossor MAIP**  
AIP Education Team

Michael Dossor has over 30 years experience in the packaging industry, in the areas of Print, Machinery and Materials. He represents the industry across various working groups including: the AIP lead Save Food Packaging Consortium for the Fight Food Waste CRC, APCO's National Packaging Targets Implementation (NPTI) Working Group and is co-chair of the GS1 Australia Traceability Solution Providers Group. He was recently recognised with the Industry Packaging Professional of the Year award for the PIDA awards.

## BOOK ON-LINE, EMAIL, SCAN BACK

**NB: To reserve your place simply book on-line or scan and email back this form.**

### HOW TO BOOK

#### ON-LINE

To reserve your place **CLICK HERE** to book on-line.

#### EMAIL : AIP MEMBERS ONLY

**AIP Members: Email your registration request to [mark@aipack.com.au](mailto:mark@aipack.com.au)  
Please indicate in your email if you have any additional guests.**

#### SCAN BACK

**To reserve your place fill in details below, scan and email back to [mark@aipack.com.au](mailto:mark@aipack.com.au)  
If you are an AIP Member simply fill in your name and contact number.**

Mr/Ms:  Given Name:  Surname:   
 Position:  Company:   
 Street Address:   
 State:  Postcode:  Country:   
 Ph:  Mob:   
 Email address: PRINT CLEARLY

Mr/Ms:  Given Name:  Surname:   
 Position:  Company:   
 Email address: PRINT CLEARLY

Mr/Ms:  Given Name:  Surname:   
 Position:  Company:   
 Email address: PRINT CLEARLY

### REGISTRATION FEES

- AIP Members \$350 AUD QTY: x  \$   
 APCO  ABA  AFGC  AIFST  FIAL  FOOD SA  NRA  SPE \$400 AUD QTY: x  \$   
 Non-Members \$450 AUD QTY: x  \$

*NB: A Tax Invoice will be sent upon receipt of your booking. Training Course notes will be provided to each participant for future reference and use. The notes are not to be copied or distributed. **NO CANCELLATIONS** will be accepted after your training course notes have been sent out. Replacements will however be accepted.*

**\*All AIP training courses are internationally recognised and approved to attain Certified Packaging Professional (CPP) points.**

**Mark Kelton**  
**AIP Australasian Office**  
 +61 7 3278 4490  [mark@aipack.com.au](mailto:mark@aipack.com.au)