

# Seminar Program - proPSI 2010

Wednesday, 25th August 2010

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**11.00 hrs**

**Erwin Oskam (creative/copywriter Waal aan de Maas)**

**BrainSells® - *Erwin Oskam will teach you to let your brain sell!***

Erwin Oskam is a creative/copywriter of the Dutch ad agency Waal aan de Maas Reclamebureau. He talks on doing business with the brain. He invented a completely new method of thinking: BrainSells®. Through his method you will learn to think logical, human, creative and practical.



**14.00 hrs**

**Claire Teurlings (strategic director Reggs)**

**Cradle to cradle in the promotional products industry**

The Cradle to Cradle concept shows that we do not have to choose between economical and ecological prosperity. Economy and ecology can reinforce each other. To achieve this we will have to design our products, processes, buildings, cities, etc. more intelligently.

If we do this in accordance with the principles of Cradle to Cradle, production processes will be clean, ecosystems will be integrated in our buildings and cities, products may be completely disassembled into raw materials and consumers will no longer be polluters.

Cradle to Cradle is therefore not only a revolutionary ecological concept but also (and even more so) a totally new business model. The first experiences with the concept within city developments and industry show that the concept is very profitable. Reggs' (based in Switzerland en The Netherlands) new business concepts are pro-actively developed. "We change the role of a design company; we interact with partners rather than with clients. We care about your organisation, brand and products but also care about our planet, people at the Base-of-Pyramid and the well-being of people."

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Thursday, 26th August 2010

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**11.00 hrs**

**John Lynch (director of LYNKA)**

**The future of promotional clothing. Secrets to radically growing your apparel sales**

*John Lynch will open up this exciting world to the attendees of the proPSI.*

In a landmark study in 2008, promotional textiles consistently ranked tops in terms of effectiveness in advertising, satisfaction among recipients and popularity among promotional distributors. Many industry associations (ASI /PSI) have long reported that of all the categories of promotional merchandise – bags, watches, pens, ceramics, etc – top of the list are ‘wearables’, representing almost 40% of total promotional industry sales.

Promotional Apparel – including work wear, corporate apparel and promotional textiles – are an essential weapon in the promotional distributors war chest. Yet many promotional agencies aren’t even aware of many of the newest developments in this rapidly changing field. 10 years ago, there were 4 or 5 major brands, most of which offered a handful of T-shirts, polo’s and sweatshirts. Today over 50 EU brands compete with a product range that has exploded – one recent study found over 300 styles of T-shirts alone among European leading brands.

And when it comes to embellishment – decorating with logos and images – the changes and developments are equally profound. It is possible today, to present corporate images on textiles that were not even imagined at the turn of this century! John Lynch is an American entrepreneur who has been doing business in Europe since 1991. He has lived and worked in the UK, Spain and most recently Poland. In 1992, John co-founded LYNKA which he grew to become Poland’s leading promotional clothing company. By 2010, LYNKA has grown into one of the leading apparel distributors in Europe, with over 100 employees, and servicing hundreds of promotional agencies from 22 countries throughout the European Union. Lynka’s success is largely attributed to its “one-stop-shop” full service business model together with more than 40 international awards for quality printing and embroidery. Since 2009, John is on the Editorial Advisory Board of Supplier Global Resource Magazine, a leading ASI publication of the United States promotional products industry.

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**14.00 hrs**

**Alexander Singewald (director Singewald Consultants Group)**

**All about patents and intellectual property in the field of promotional products**

**Legal expert Alexander Singewald will tell you all you need to know about patents and intellectual property.**

Singewald Consultants Group BV, based in Aalsmeer, The Netherlands, is specialised in all matters pertaining to data protection and commercial communication. The company possesses the necessary background, expertise, and practical experience to be able to deliver sound (legal) advice and solutions. In particular, Singewald Consultants Group BV works with a wide number of renowned organisations and companies that seek expertise in the field of the legal consequences of data processing in general, and more specifically database marketing.

Specialties: data protection, distance selling, sales promotion, telecommunication law, unfair commercial practices.

Alexander Singewald aswell teaches a course on these matters on the Promotional Products Academy, an activity of the Dutch branchorganisation PPP (Platform Promotional Products).



**15.00 hrs**

**Gordon Glenister (director general of the British Promotional Merchandise Association, BPMA)**

**Who buys merchandise and why?**

**Gordon Glenister shares 21 great ideas to help you get closer to your customers and win more business.**

Gordon Glenister has a wealth of knowledge in the promotions industry and has years of sales and marketing experience in major blue chip organizations including H P Bulmer, Grants of St James and Bryant & May. Gordon has run his own incentives and rewards business prior to joining the bpma in March 2007. Since that time the BPMA has transformed into a forward thinking organization with just under 600 members, and an impressive growth over the last year in particular. Some 55 new members joined the BPMA since June this year, a record for the organization. The BPMA have also seen considerable growth in the UK's most successful industry qualification – the BPMA Academy.

Gordon Glenister has also spearheaded the BPMA TV channel – [www.promotionalsuccess.tv](http://www.promotionalsuccess.tv) which has recorded over 1.5m views since its launch 2 years ago. The BPMA is supporting the UK pavilion at proPSI with over 14 companies.