

“The next generation of tape makers and users” Conference survey results

General event feedback

According to the paper survey conducted by Afera, the Annual Conference’s working and social programmes provided “adequate time for networking”, which once again was the most valued aspect of the event along with the excursions (“Social activities were great fun”). Some feedback in the area of networking included a desire for more interaction (such as Q&A) during and between presentations, and the idea of instituting “forced networking” in the form of fixed seating.

Others wanted more culinary choices and live entertainment. Many attendees referred to the intimate dinner on the Friday night at the Museo del Risorgimento, in which guests were seated among breathtaking paintings and serenaded by a soprano and tenor.

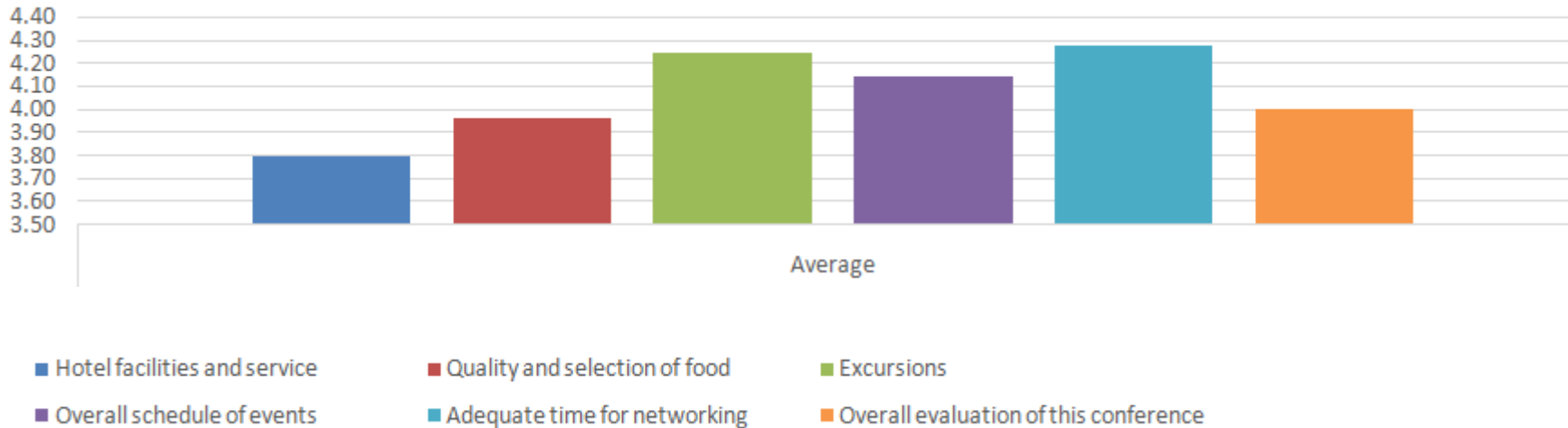
Although many thought the “general agenda very good this time,” participants provided a number of suggestions for future events. More than one recommendation was made to create parallel sessions or smaller groups in which technical presentations target technical delegates while commercial presentations cater to commercial delegates. It goes without saying that Afera’s management are always working on improving the quality of content and presentation of papers.

Some other interesting suggestions:

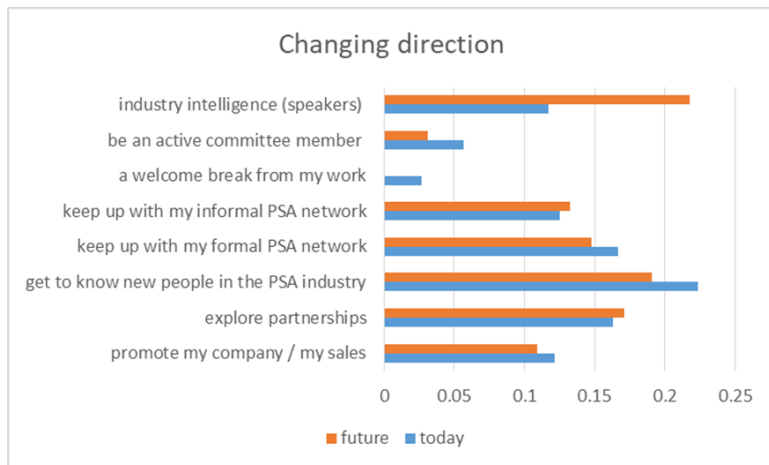
- Introduce or have new members introduce themselves in a short presentation
- Introduce all Afera committee members during the Annual Conference
- Hold the Conference from Tuesday through Thursday and not on Friday
- Research why some Afera members never attend the Conference, and along these lines, attract more tape manufacturers
- Attract non-members to join Afera with rewards, lower initial fees or other incentives.



Overall conference programme Afera 2017 in Turin



Networking is still #1, Content needs to improve



You can also view more about Conference participant feedback in the analysis conducted as part of [the two-tiered presentation delivered by Jacques Geijsen](#), incoming Afera Marketing Committee Chairman and managing director EMEA of American Bilrite, Inc. He very clearly breaks down Conference participants' desire to network combined with wanting better speakers and content (see left-hand slide which indicated the value received from Afera's Annual Conference today and expected to receive in future events).

In addition to [the feedback charts provided in the slides](#), the following suggestions were made during Mr. Geijsen's presentation:

- Condense the working programme into one long day
- Don't hold the Conference on a Friday
- Create a photo book of attendees to facilitate networking
- Offer more technical content
- Schedule smaller afternoon workshops on a specific subject.

Ms. Lejeune reminded the audience of [Afera's 2016 general member survey](#), in which most respondents wanted Afera's Annual Conference to be held in Italy in autumn. She also reported that many reviews and brainstorming sessions conducted on the Conference's format had led them to our current, fine-tuned working- and social programme schedule.

Speaker feedback

Event presentation feedback statistics indicate a high level of satisfaction with all 9 speakers. The 2 highest rated presentations of the Turin Conference: "[Digital Marketing Strategies in 2017](#)" delivered by Finnish social media expert Lasse Rouhiainen and "[From confusion to fusion: forget about Generation X,Y and Z... get ready for managing A.I. robots and virtual co-workers](#)," by Eric Pass, Entrepreneurial Executive at Eisha bvba (B). Participants mentioned that both of these presentations were "extremely interesting" and eye-opening but wanted to have working examples and/or see a clearer link to the adhesive tape B2B business. Lasse's use of YouTube and WhatsApp for general B2B purposes was very popular.

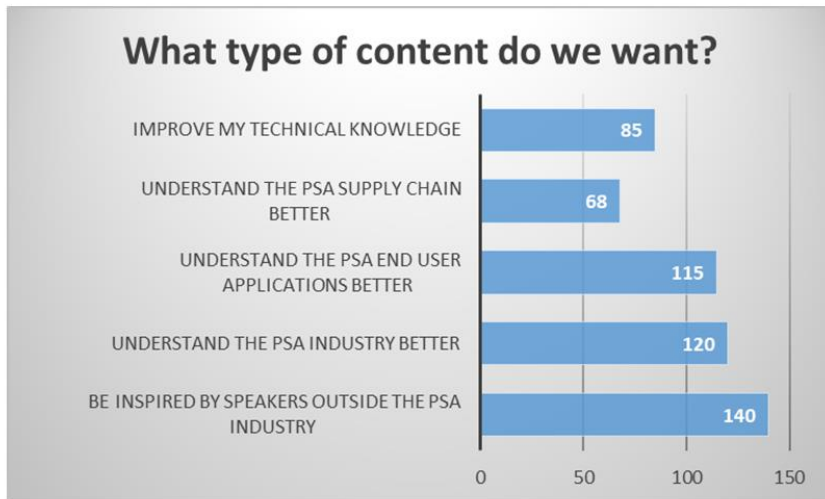
These were closely followed by "[Afera Technical Committee Update and Plans for 2018](#)", delivered by Evert Smit, Afera Technical Committee Chairman and head of R&D at Lohmann GmbH & Co KG (D), and "[Efficient adhesion increase of plastics with aerosol functionalisation](#)" by Markus Kalwar, CEO of kalwar CIV Innoserv GmbH & Co. KG (D). Mr. Smit was praised for his clear presentation of relevant harmonisation, regulatory and other issues affecting the tape industry. Mr. Kalwar was noted for his "short but effective" delivery of an "interesting method to increase surface adhesion," a subject that is "moving frontiers".

Turin Conference 2017 speaker evaluation results

Speaker	Subject	Replies	Presentation score					Average	Replies	Content Score					Average	Average Content and Presentation
			1	2	3	4	5			1	2	3	4	5		
Michel Sabo	Vertical integration: from adhesion formulation to a finished product	52			20	26	6	3.73	52	1	4	22	20	5	3.46	3.60
Michel Ravers	MS Polymer TM based PSA technology	53		5	8	5	5	3.57	53		3	8	30	12	3.96	3.76
Mike Punter	Co-creation case from a converter's perspective	53		2	8	5	8	3.92	53	1	6	18	21	7	3.51	3.72
Matthias von Schwerdtner	An update on the PSA industry	52	1	4	1	7	9	3.56	52	1	3	15	15	18	3.88	3.72
Lasse Rouhiainen	Integration of digital sales channels	52		1	5	7	9	4.42	52		3	6	21	22	4.19	4.31
Evert Smit	Update from the Afera Technical Committee	52			7	1	4	4.13	52		1	7	27	17	4.15	4.14
Markus Kalwar	Efficient adhesion increase of plastics with aerosol functionalisation	49			9	2	1	4.04	49			11	21	17	4.12	4.08
Jacques Geijsen	Group discussion: what do I expect out of this conference	37		2	3	6	6	3.70	37	1	1	14	16	5	3.62	3.66
Eric Pass	From confusion to fusion: forget about Generation X, Y, Z...get ready for managing AI robots & virtual co-workers	43		2	4	5	2	4.33	43	2	3	3	8	27	4.28	4.30

A number of paper topic suggestions were made for future events, the first 6 in order of popularity:

- Raw materials (and interaction with chemistries) (#1)
- Market data with more analysis of each segment (incl. specialty tapes) (#2)
- End user applications, requirements, future needs (#3)
- Economics/trends (#4)
- Supply chain issues/supplier evaluation of market (#5)
- Digital strategy (#6)
- Regulatory affairs
- Conversion equipment
- New/modern market techniques
- Lab machines and equipment
- Technical
- More external speakers
- Sustainability/life cycle analysis.



Mr. Geijsen's presentation survey revealed that while attendees aim for a better understanding of the adhesive tape industry, they also most highly value external industry speakers, i.e. an outside-in view of the tape business.

The above feedback will be taken into account when arranging next year's speaker programme. If you have a question or additional comments about Afera's Annual Conference, please contact us on +31 (0)70 312 39 16 or [here](#).