



Düsseldorf  
www.printdigitalconvention.de

## PRESS INFORMATION

Zell (Mosel), 09<sup>th</sup> Dezember 2020



### Press release:

## PRINT & DIGITAL CONVENTION 2021

### **f:mp. and drupa offer hybrid solutions for business restart**

*The congress trade fair PRINT & DIGITAL CONVENTION (PDC), which was successfully positioned by the Fachverband Medienproduktion (f:mp.) in cooperation with Messe Düsseldorf, enters the next round. The organizers of PDC are planning the next staging for June 2021 considering an expected positive development of the pandemic.*

*The concept - to present solutions for combining classic print communication with the means of state-of-the-art digital and online strategies in practical applications - offers orientation, perspectives and new hope for future-oriented business planning.*

Travel restrictions have reduced live events and business contacts to a minimum. Customer relations are largely focused on digital communication - the industry is longing for physical touchpoints, personal networking, interpersonal exchange.

The PRINT & DIGITAL CONVENTION has exactly this goal: As a platform for business engineering and personal exchange, the congress fair has been able to establish a very good reputation. Its success is based on the optimal integration of visitors and exhibitors through the presentation of innovative technologies in highlight projects, which not only showcase individual machines or tools, but also demonstrate complete solutions based on the requirements of practical applications. "The Congress & Convention format offers high-caliber knowledge transfer for exhibitors and visitors and fulfills the industry's desire for intensive industry and community networking and a presence format that remains irreplaceable despite all the enrichment provided by digital formats," confirms Sabine Geldermann, Project Director Print Technologies at Messe Düsseldorf. "Especially after the cancellation of drupa, the world's leading trade fair for print technologies, we are pleased to be able to offer a successful in-person event such as the PRINT & DIGITAL CONVENTION".

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Rüdiger Maaß, managing director of f:mp., is confident: "The industry wants perspective and planning certainty. We all hope that we will be able to make presence formats possible again in six months. Vaccines are on the verge of availability and it is time to plan proactively and take the future into our own hands. Even though the virus may not yet be fully under control in June, we will all be able to cope better with the general conditions - not least thanks to Messe Düsseldorf's professional hygiene and infection protection concept".

Visitors to the event can expect exciting exhibits and intensive expert advice at the exhibitor stands, as well as a comprehensive and top-class program of presentations on all relevant aspects of corporate communications and print and digital technologies.

The event is organized as a hybrid format, so the platform offers the right access for everyone, including digital. True to the motto "Right in the center, instead of just there".

More information under: [www.printdigitalconvention.de](http://www.printdigitalconvention.de)

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#### **About the professional association media production (f:mp.)**

As the central interface in the entire publishing process, the media production company plays a decisive role. The f:mp. is an independent professional association that supports the media production company in its daily work. As an essential task the f:mp. takes over the part of professional training in all aspects of media and management knowledge around media production. With the training as "Geprüfter Medienproduktionsfachmann/fachfrau (f:mp.)" the association offers the unique opportunity in Germany to obtain a recognized certificate for various professional competencies.

In addition, f:mp. plays a major role in the development of industry trends and offers opportunities to further develop the basic technical competence and well-tried expert knowledge of media production professionals and to apply it in everyday professional life. However, media production and communication also play an important role in the entire campaign process of a dialog measure.

Meanwhile, more than 50 strategy partners support the f:mp. and its activities. The list of the strategy partners can be found at <http://www.f-mp.de/content/partner/>.

The f:mp. operates the industry initiatives Media Mundo (<http://www.MediaMundo.biz>), PrintPerfection (<http://www.PrintPerfection.de>), PRINT digital! (<http://www.print-digital.biz>) Creatura (<http://www.creatura.de>) and »go visual« (<http://www.go-visual.org>).

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You can also find this and other press releases at:

<http://www.f-mp.de/content/pressemitteilungen/>

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