

TYPO Berlin 2018

TYPO Pressemitteilung

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After sellout crowds and high demand - "Brand Talks" will return to TYPO Berlin 2018

The successful marketing symposium expands

Berlin, December 14, 2017. – The debut of the one-day "Brand Talks" at [TYPO Berlin](#) in May 2017 created quite a stir – a dozen short, content-rich presentations, one after the other, each with a well-known agency and a brand taking the stage. The Brand Talks event was so successful at TYPO 2017, that organiser Monotype kicked off a "Brand Day" roadshow in October – with future stops in Cologne and London. TYPO Berlin 2018 will mark the second round of the Brand Talks, with new case studies and, this time also on the main stage at the House of World Cultures.

TYPO organiser [Monotype](#) plans to expand and re-vamp the Brand Talks this year. The core event will once again be 10 presentations on the second day of TYPO with an audience of 400 in front of the Show stage. For the first time, MetaDesign and wirDesign will be presenting at the Brand Talks together with their clients Volkswagen and comdirect. Familiar faces also include Interbrand, Strichpunkt, Mutabor, KMS Team and the Peter Schmidt Group.

"After the overwhelming response last year, it immediately became clear that we had to open up the Brand Talks for more visitors. So we will have some Brand Talks on the first and third day of TYPO and depending on the popularity of the topics, some of the talks will take place on the big stage", says conference director Jürgen Siebert about integrating Brand Talks into the TYPO programme. "This year's motto 'Trigger' will be reflected in the Brand Talks, because the digital transformation of brands follows a control loop model rather than a master plan."

The [Brand Talks](#) are a kind of conference within a conference. They consist of seven hours of presentations at half-hour intervals where an agency and its brand client are on stage to talk about their current marketing projects. In May 2017, those pairings included Pentagram and Mastercard as well as oddity and dm-drogerie markt. At the end of the day, the top ten German brand and corporate design agencies came together at Brand Talks, on stage and within the audience.

Despite the new aspects, the focus of TYPO Berlin remains visual communication and digitisation. The event has been keeping an eye on visual trends for more than 20 years, and has developed from a typography conference into an international summit meeting for design and communication.

Just as in previous years, the TYPO season begins with an early-bird registration phase, available until **December 31**. [Tickets](#) for professionals are available for € 399 (plus VAT), students can get tickets for €199 (incl. VAT). On top of that, there are also group discounts for professionals and students (for 5 or 10 people, respectively).

For more information, follow TYPO Berlin on [Twitter](#) (@TYPOBER) and [Facebook](#) or subscribe to the [TYPO newsletter](#).

Journalists can apply for press credentials for TYPO Berlin beginning immediately at [our website](#). **Press registration closes on April 15, 2018**. Press credentials will be issued only to journalists covering TYPO Labs for recognized outlets. Please attach verification of this to your application for accreditation.

Pictures and press materials are available for download here:

<https://www.typotalks.com/berlin/2018/press/>



International Design Talks

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