

**INTERGRAF
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INTERGRAF YOUNG TALENT AWARD 2025.

SHAPING THE FUTURE OF PRINT WITH THE NEXT GENERATION.

Are you ready to make a mark in the graphic industry? Do you have innovative ideas on how print companies can attract and engage the next generation in this dynamic field?

The Intergraf Young Talent Award 2025 invites young talents to explore this important question, share their insights with industry leaders across Europe, and compete for a prize of €3,000.

the challenge.

The 2025 award theme addresses a crucial question: *“How can print companies effectively attract and engage younger generations to pursue careers in the print industry?”*

In your written submission, we invite you to:

- Discuss the challenges print companies face in appealing to young professionals.
- Explore potential solutions, considering the roles of education, innovation, career opportunities, sustainability, and digital integration.



why participate?

Since 2017, Intergraf has provided a voice for young print professionals, offering a platform for ideas that shape the future. This award is a unique opportunity to present your vision to industry leaders, gain valuable exposure at national and European level, and contribute to making the print industry a welcoming space for young talent.

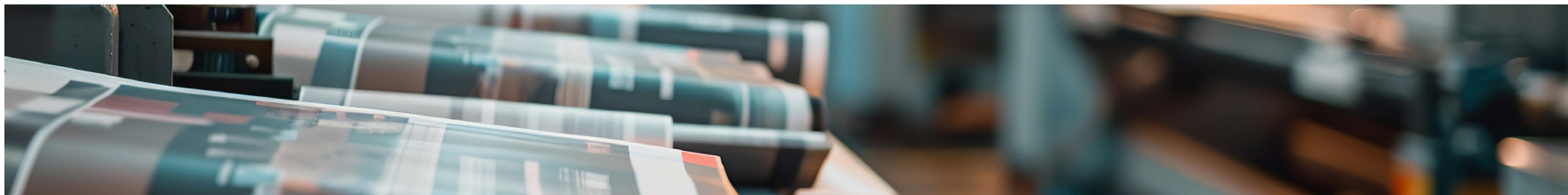
eligibility & submission guidelines.

- **WHO CAN APPLY?** Young students, apprentices, or professionals in the graphical industry (maximum age 25) from Intergraf member countries.*
- **SUBMISSION FORMAT:** 3-5 pages written in English. Visual aids are welcome to support your ideas.
- **CV REQUIREMENT:** A brief CV (maximum 2 pages).

* Austria, Belgium, Bulgaria, Denmark, Estonia, Finland, France, Germany, Hungary, Iceland, Italy, Latvia, Lithuania, Luxembourg, The Netherlands, Norway, Portugal, Romania, Sweden, Switzerland, United Kingdom

prize.

- **€3,000 AWARD:** The first-place winner will receive a prize of €3,000.
- **PRESENTATION OPPORTUNITY:** The first-place winner will be invited to present their ideas at the “Print Matters” conference in Zurich on June 13, 2025. Attendance is highly encouraged but not required to receive the award. Accommodation and travel expenses will be covered.
- **PROMOTION AND EXPOSURE:** The top three participants and their work will be highlighted across the pan-European print industry and to key stakeholders.



Join a legacy of excellence.

Employers, educators, and print leaders eagerly await your insights! Curious about where past winners are now?

- **PIEN HAKS** (NL), winner of the 2024 Young Talent Award, provided compelling insights on “How might artificial intelligence affect the print industry, and what are the associated risks and opportunities?” Pien currently works as a Sustainable Employability Advisor and Project Coordinator for training at GOC, where she supports graphic companies in promoting employee well-being and skills. Since her award win, Pien has presented at notable events hosted by KVGO and Intergraf, including the Print Matters conference in Bucharest in 2024. Her thoughts have also been featured in KVGO Magazine, where she shared her journey and perspectives.

- **MANON LASSAIGNE** (FR), winner of the 2023 competition, presented her submission, What is Print’s Place in a Digital World?, at Print Matters in Riga, Latvia. Since then, she has secured an exciting role in communications and marketing and has been featured in Paper Magazine #7, a leading industry publication that highlights print innovators.

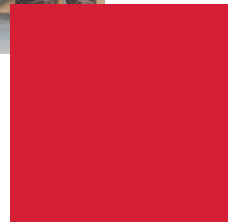
- **TOM MASKILL** (UK), winner of the 2022 Young Talent Award, provided thoughtful insights on the role of print in the circular economy and shared his vision for a sustainable print future at Print Matters 2022 in Stockholm. Since his win, Tom’s career has progressed significantly, advancing from Marketing Consultant to Chief Client Officer at Webmart, a marketing solutions agency in the UK. His current role involves leading sales, marketing, strategy, and digital functions, demonstrating his expertise in sustainable marketing solutions.



ready to apply?

The Intergraf Young Talent Award is your opportunity to be recognized as a future leader in print. Submit your entry today and help shape the print industry for future generations!

Send your application in English to Sergejs Mikaeljans, Communications & Events Officer at Intergraf, by email (smikaeljans@intergraf.eu) or post (Avenue Louise 130A, 1050 Brussels, Belgium) **before the submission deadline of 28 February 2025.**



Intergraf is the trade association promoting and protecting the interests of the graphic industry at European level. We represent 22 member federations from 21 countries in Europe.

