

Xplor seminars at IpeX 2010

Xplor UK & Ireland is pleased to announce our participation in IpeX 2010! In conjunction with BAPC, we are hosting three days of complimentary education sessions bringing together industry experts, leading-edge users, analysts, and vendors to share information, experiences, and solutions on the latest technologies, strategies, and thought leadership for the digital document industry.

These seminars provide high quality information essential for the commercial and digital print industry marketplace. The sessions will address topics representative of today's corporate world. Join these industry experts to gather new

ideas for strategies and applications for your organisation; these experts are willing to share their knowledge, skills, and experience with you. Access to this expertise allows you to enhance your understanding and appreciation of the strategic issues in today's economic environment.

Two sessions are scheduled each morning and afternoon from Saturday, 22 May – Monday, 24 May. These sessions will feature speakers who will challenge your thoughts on the latest topics including:

- Cross-media marketing channels for business
- Future trends in digital document communications
- TransPromo—the current state of affairs



Schedule of Events

Saturday, 22 May 2010

Gallery Suite 3, NEC, Birmingham UK

Morning Seminar

10.00 - 10.30 Registration & coffee/tea

Cross-media marketing channels for business

10.30 - 10.40 Welcome & introductions

10.40 - 11.25 Keynote – Multi-channel magic: using integrated customer communications to rocket revenue

11.25 - 11.40 Coffee/tea break

11.40 - 12.25 Optimising customer communications

12.25 - 12.30 Seminar wrap-up

Afternoon Seminar

14.00 - 14.30 Registration & coffee/tea

Cross-media marketing channels for business

14.30 - 14.40 Welcome & introductions

14.40 - 15.25 Application trends in customer communications: multi-channel and social media

15.25 - 15.40 Coffee/tea break

15.40 - 16.25 Bringing the benefits of production print & mail to office volumes and alternative channels

16.25 - 16.30 Seminar wrap-up

Sunday, 23 May 2010

Gallery Suite 3, NEC, Birmingham UK

Morning Seminar

10.00 - 10.30 Registration & coffee/tea

Future trends in digital document communications

10.30 - 10.40 Welcome & introductions

10.40 - 11.25 Keynote – Integrating paper and pixels: discovering the value of augmented reality, QR codes, and digital migration

11.25 - 11.40 Coffee/tea break

11.40 - 12.25 The mobile paper: QR code implementations

12.25 - 12.30 Seminar wrap-up

Afternoon Seminar

14.00 - 14.30 Registration & coffee/tea

Future trends in digital document communications

14.30 - 14.40 Welcome & introductions

14.40 - 15.25 Integrating paper and pixels: using your data mine without violating privacy

15.25 - 15.40 Coffee/tea break

15.40 - 16.25 Personalised dynamic publishing in search and knowledge extraction

16.25 - 16.30 Seminar wrap-up

Monday, 24 May 2010

Gallery Suite 3, NEC, Birmingham UK

Morning Seminar

10.00 - 10.30 Registration & coffee/tea

TransPromo—the current state of affairs

10.30 - 10.40 Welcome & introductions

10.40 - 11.25 Keynote – Perspectives on print in a multi-channel world

11.25 - 11.40 Coffee/tea break

11.40 - 12.25 TransPromo tools and processes in relation to sector implementations

12.25 - 12.30 Seminar wrap-up

Afternoon Seminar

14.00 - 14.30 Registration & coffee/tea

TransPromo—the current state of affairs

14.30 - 14.40 Welcome & introductions

14.40 - 15.25 The easy road to TransPromo: from data to document to doorstep—quickly, easily, and cost effectively

15.25 - 15.40 Coffee/tea break

15.40 - 16.25 All is not gold with TransPromo!

16.25 - 16.30 Seminar wrap-up

Saturday, 22 May 2010

10.00 – 10.30 Registration & coffee/tea

Morning Seminar

Cross-media marketing channels for business

10.30 – 10.40 Welcome & introductions

10.40 – 11.25 Keynote – Multi-channel magic: using integrated customer communication to rocket revenue

There are many ways to communicate with customers. We are all familiar with the power of print, but also know that there is power in SMS, power in email, power in mass media, and power in social media. How do you select the best media for cross-media campaigns? And, how do you measure results? Let's talk about



the essential characteristics of a cross-media campaign, and the essential metrics to prove their worth.

Pat McGrew edp, Data-driven Communication Evangelist, Kodak

11.25 – 11.40 Coffee/tea break

11.40 – 12.25 Optimising customer communications

When concentrating on business processes that have both intrinsic transactional value and yet are often regarded as an overhead, focusing upon a key element of optimising customer



communications—developing both business transactional value and an effective cost reduction strategy—is crucial in the current economic climate.

Tony Edwards, Regional Director UK & Ireland, 21 Grams Limited

12.25 – 12.30 Seminar wrap-up

Afternoon Seminar

Cross-media marketing channels for business

14.00 - 14.30 Registration & coffee/tea

14.30 – 14.40 Welcome & introductions

14.40 – 15.25 Application trends in customer communications: multi-channel and social media

To effectively reach customers, companies must consider new mediums to reach the next generation of audiences that are more demanding, always connected, and are barraged with 250–3,000 marketing messages a day. This session will explore the challenges



facing organizations with respect to customer-based communications and trends in multi-channel and social media marketing.

Scott Baker, Vice-President, Worldwide Business Development, GMC Software International

15.25 – 15.40 Coffee/tea break

15.40 – 16.25 Bring the benefits of production print & mail to office volumes and alternative channels

Today's business climate dictates that we look for ways to control costs, improve integrity, increase efficiencies, and grow revenues. Benefits typically achieved by production print & mail operations need to expand to new volumes and alternative output channels.



This session will identify trends, discuss challenges, and describe solutions and benefits available.

Kenneth Renko, Product Marketing Manager, Marketing, Pitney Bowes DMT

16.25 - 16.30 Seminar wrap-up

Sunday, 23 May 2010

10.00 – 10.30 Registration & coffee/tea

Morning Seminar

Future trends in digital document communications

10.30 – 10.40 Welcome & introductions

10.40 – 11.25 Keynote – Integrating paper and pixels: discovering the value of augmented reality, QR codes, and digital migration

In today's digitally-connected world, people choose what messaging they will receive, and in what channels. Interactive marketing begins at the moment someone takes an action and initiates a dialogue. This session will explore variable data printing, mobile marketing, TransPromo, quick response codes, augmented reality, multi-channel messaging, and the implications these technologies could have on the printing industry.



Jason Russell, Director, European Operations, InfoTrends Ltd

11.25 – 11.40 Coffee/tea break

11.40 – 12.25 The mobile paper: QR code applications

In this session we will discuss how you can integrate new channels and methods such as QR codes and mobile technologies with your existing campaigns and workflows in ways which leverage the best aspects of physical media with the best aspects of the virtual world.



Bill Parker, Chief Marketing Officer, GMC International Software

12.25 – 12.30 Seminar wrap-up

Afternoon Seminar

Future trends in digital document communications

14.00 - 14.30 Registration & coffee/tea

14.30 - 14.40 Welcome & introductions

14.40 - 15.25 Integrating paper and pixels: using your data mine without violating privacy

If all the talk of data mining and using what you know about your customer has you a bit nervous about running afoul of the privacy acts, this is the presentation you need to hear. There are many ways to mine your data, many ways to use your data, and many ways to make it help you drive new revenue. We will look at ways to approach your data without fear, and show how real companies have used the light approach to data mining to enhance their customer communication.



Pat McGrew edp, Data-driven Communication Evangelist, Kodak

15.25 - 15.40 Coffee/tea break

15.40 - 16.25 Personalised dynamic publishing in search and knowledge extraction

Zero latency publishing signals the ability of computers to comprehend the concepts and context of unstructured data, enabling people to make instant and valuable decisions. Search and zero latency publishing understand the relationships that exist between disparate pieces of information and perform sophisticated analysis operations, automatically and in real-time.



John Beer, Co-founder & Director, Pingar NZ & UK

16.25 - 16.30 Seminar wrap-up

Monday, 24 May 2010

10.00 - 10.30 Registration & coffee/tea

Morning Seminar

TransPromo—the current state of affairs

10.30 - 10.40 Welcome & introductions

10.40 - 11.25 Keynote – Perspectives on print in a multi-channel world

Transactional and TransPromo printing are the tip of an iceberg. There are seismic shifts, but no ash cloud, in modern communication and marketing. Today, consumers and others must be reached at home or work through a variety of channels. It is a brave new media universe and print is no longer the centre of it.



Frank Romano edp, Professor Emeritus, Rochester Institute of Technology

Frank Romano edp, Professor Emeritus, Rochester Institute of Technology

11.25 - 11.40 Coffee/tea break

11.40 - 12.25 TransPromo tools and processes in relation to sector implementations

This presentation will centre on the tools and processes required for successful TransPromo to strategically achieve stated business objectives across a range of sectors. It will also focus on the architecture and construction of TransPromo documents and the skills and control required to bring all the elements together to form a cohesive whole.



Lesley Figenschou, Product Manager – TransPromo & Design, DST Output Ltd

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12.25 - 12.30 Seminar wrap-up

Afternoon Seminar

TransPromo—the current state of affairs

14.00 - 14.30 Registration & coffee/tea

14.30 - 14.40 Welcome & introductions

14.40 - 15.25 The easy road to TransPromo: from data to document to doorstep—quickly, easily, and cost effectively

To effectively reach customers, companies must consider new mediums to reach the next generation of audiences that are more demanding, always connected, and are barraged with 250–3,000 marketing messages a day. This session will explore the challenges facing organizations with respect to customer-based communications and trends in multi-channel and social media marketing.



Malcolm Webb, Sales & Marketing Director, DST Global Solutions

Giles Hill, Managing Director – UK & Northern Europe, Sefas Innovations Limited



15.25 - 15.40 Coffee/tea break

15.40 - 16.25 All is not gold with TransPromo!

TransPromo applications are few and far between in the UK market. James will share his thoughts as to why, and discuss a retail case study implemented by TriPartum.



James Shand edp, Managing Director, TriPartum Limited

16.25 - 16.30 Seminar wrap-up

Organisations supporting Xplor UK & Ireland Ltd



Xplor UK & Ireland, in conjunction with BAPC (British Association for Print & Communications), is hosting educational seminars during IpeX 2010. Featuring a combination of industry experts, leading-edge users, analysts, and vendors, the 12 individual sessions will provide a combination of information-sharing, real-life experiences, and solutions focussed on the latest technologies, strategies, and though leadership for the digital document industry. Our objective is to provide the most up-to-the-minute advice and direction through proven industry experts, opportunities to network with industry peers, and expansion of your current knowledge base.

Nick Craig Waller, IpeX 2010 Marketing Director says: "We're delighted to be working with Xplor at IpeX. Whilst IpeX 2010 remains this year's International highlight to see innovations coming to commercial fruition, the show also offers an ideal place for visitors to learn how they can get the best out of technological investments. The Xplor seminars provide just that—printers can gain valuable insight into how these latest technologies are used within the print supply chain, share their experiences with others, and more crucially, identify important business opportunities which will help them to stay competitive and maintain a healthy bottom line."

Attending the Xplor seminars at IpeX provides you access to individual experts, their vast array of knowledge in this industry, and the chance to exchange ideas which may ultimately benefit you as an individual as well as your corporate environment. In combination with the products, technologies, and solutions found on the exhibit floor, you have unparalleled opportunities to enhance your knowledge, skills, and experience.

James Shand edp, president of Xplor UK & Ireland Ltd remarked, "The key aspect of learning is the ability to understand and then apply the solution in a scale that fits your needs. Many of today's market stories are aimed at the large corporate who have the investment and infrastructure to take advantage of such solutions but whatever they are doing is scalable into the SME market." It does not matter how small or large your enterprise may be, solutions are offered which you can tailor to your own needs.

We would like to acknowledge a number of organisations who are supporting Xplor UK & Ireland this year, and we wish to express our gratitude for their continued enthusiasm, encouragement, and support.

For further information on the Xplor seminars and education programmes please contact the Xplor office:

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Benefit from membership of Xplor UK & Ireland year round - Xplor is the organisation of choice for industry education with a number of membership benefits including networking meetings, industry events, web-based programs, and of course traditional paper documents. We hope you will consider joining Xplor and becoming part of this digital document industry organisation. For details on joining call Roberta on +44 (0)1923 896037.