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Strategies for Success
2009 Conference

Adding value to your digital printing business



3rd December 2009, Ricoh Arena, Coventry

digitalprinter

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Maximising the full potential of web to print and colour management in your business

Web to print services are very much in the news and seem to work particularly well with the fast response and automated nature of digital printing. This attracts printers who are looking for ways to add value in order to retain clients, attract new ones and increase profitability. The sheer scope of web to print can be confusing as it covers a multitude of possible topics, from simple call-off re-ordering all the way up to super-sophisticated, closely targeted campaign management.

Web to print

This conference provides a comprehensive review of web to print, and identifies the best ways to exploit the technology. It focuses on new services you can offer by adopting or extending web to print services. It explores the best options for your business and reviews the latest trends.

Colour management

Consistent colour management is also a vital aspect of most print businesses. It's obvious that digital colour works differently to offset, easier in some ways and harder in others. So what's needed to achieve the all-important consistency and predictability that customers demand? This event will give you a clear understanding of all the key considerations, review the implications of ISO 12647 and most importantly highlight the customer's perspective.

Who should attend?

Printers – if you have invested in digital and your priority is to gain an understanding of the changing needs of your customers and maximise the emerging technologies, then this conference is a must for you.

Reasons to attend

1. Understand how to exploit web to print technology
2. Learn from independent experts about future potential of the online market for printers
3. Hear how other printers have managed web to print in their businesses
4. Assess the latest developments in colour management and their impact on your business
5. Network with other printers and understand 'first hand' how technology is being implemented

“Really good... It focused on how to make things happen in my business”

Emma Cappello, Marketing Manager - Redlin Print

“Very informative, well worth time out of the office. Always come away with... excellent ideas.”

Philip Dodd, Managing Director - Healeys Print Group



Thursday, 3rd December 2009

Programme of events

09.30 Opening introduction and welcome

Chas Moloney, Marketing Director, Ricoh (UK)
Simon Eccles, Editor, Digital Printer Magazine,
Conference Chair

Delivering new solutions for you and your customers

Session 1:

Print and the Internet: Opportunity or threat?

- Do you have an online strategy?
- What is print's place in the connected world?
- What would success look like for your business?
- How should you sell web to print?
- Will your business processes change?
- How will you plan for sustainable profitability?

Peter Lancaster, Director, W2P Ltd

Session 2:

Success with web to print – a printer case study

- How we got into digital and web to print
- The customer's perspective
- The benefits of value adding
- Future plans

Neil Long, Managing Director, Longridge Print

Session 3:

Marketing your print business in 2010

- What are the goals of your business?
- Where is your new business going to come from?
- What are your brand values?
- Acquisition, retention and optimisation?
- What does your website say about your business?
- Can social media help?

Jacky Morgan, Managing Director, UpMarketing

Session 4:

Success with web to print – a printer case study

- How the development of business to business web to print solutions have enabled our business to double in four years
- The journey and the long sell
- Third generation web to print delivering dynamic print
- Print 2.0 new consumer page generation and new opportunities for wholesale delivery
- Managing colour and protecting our clients' brands

Gary Peeling, Managing Director, Precision Printing

Maximising the potential of colour management

Session 5:

Key trends in controlling colour – the business benefits

- What is colour?
- Satisfying customers and improving print efficiency
- Process colour standardisation
- Why ISO 12647?

Sean Smyth, Independent Consultant

Session 6:

Colour management brand protection – a customer's perspective

- Why we need a standard – practical benchmarking results
- Artwork and press compliance
- Colour splits and ISO12647-2 solution
- Delta E – absolute colour compliance
- Added value for marketability

Jeff Richards, Print Services Manager - Retail npower

Session 7:

Moving ideas forward in digital print

- Progress your business with an innovative and ground-breaking web to print service
- Guarantee expert quality documents and achieve consistent ISO standards
- Share knowledge to move your ideas forward and sustain a profitable future in print

Chas Moloney, Marketing Director, Ricoh (UK)

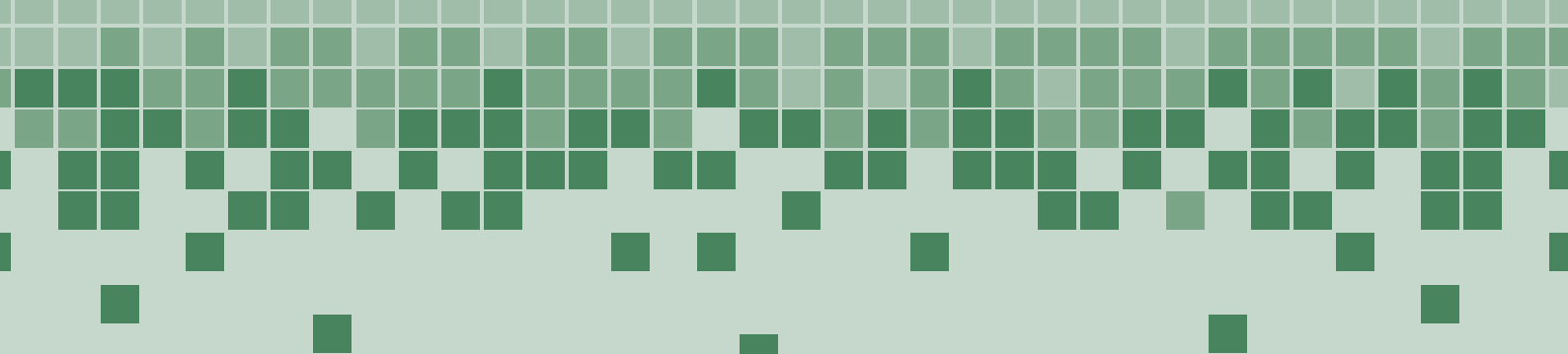
“Excellent well structured conference - particularly strong speakers who talked with an openness that was refreshing”

Peter Chisholm, Operations Director - Quadrant Design and Print Solutions (a division of Linney Group)

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Strategies for success

Adding value to your digital printing business

3rd December 2009, Ricoh Arena, Phoenix Way, Foleshill, Coventry, CV6 6AQ

Name (Mr/Mrs/Ms)

Position

Company

Address

Telephone

Mobile

email

Please book place for:

Name 1

Position

Name 2

Position

(Conference fee per delegate £75.00 + VAT £86.25) (Conference fee per supplier £200.00+VAT £230.00)

* (Special delegate rate for two printers £120 +VAT £138.00)

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