

- PROGRAM -

Welcome and Check-In

Opening Remarks

Mark Kapfer, Executive Director, GATC
David Radziej, President, PIM

Future Trends for the Industry

Dr. Mark Bohan, Vice President, Technology and Research, PIA

This session will discuss the economic status of the industry and then focus on how technology impacts this and will affect your business. Learn about the best ways to implement your current solutions and then understand what the new technologies are, how they will change your business model and how you need to adapt to these changes.

How to Win in New GROWTH Areas that Leverage Your Key Strengths

Joe Manos, Executive Vice President, MindfireInc

What can we do to protect our companies in a period of declining revenues for Print Service Providers? There are only three ways to grow revenue. Sell more to existing customers, sell to new customers and offer new services to both. During this session, Joe will discuss and provide insight on how to address these three questions:

Where will you find new revenue opportunities for growth in 2012?

How can you make more profit for each customer engagement?

How can you tap into long-term growth that leverages your print capabilities?

Hot Lunch Buffet

Successfully Integrating Ever-Changing Marketing Campaigns into Your Production Environment

Jonathan Crook, Director of Professional Services, Laser Resources

Learn how to create a nimble and versatile production environment capable of adapting to your clients' cutting edge marketing needs. With many clients adopting social and mobile media as a major target for consumer interaction, printing companies must learn to adapt to new technologies more quickly than ever before.

Panel Discussion

Doug Freeman, Perry Klein, Lana Siewart-Olson

Moderator: Tom Sheehan

Get multiple perspectives from a panel of industry leaders. Your questions and comments are welcomed during what promises to be a lively and informative discussion.

- REGISTER TODAY -

Registration is required. The Iowa Department of Economic Development has provided assistance so that the cost is not prohibitive for multiple people from a company to participate.

Mail: 1700 HWY 36 W. Ste. 510, Roseville, MN 55113

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Email: kdavis@pimn.org

PIM website: http://pimn.org/classes/pim_classes.aspx

Choose to be invoiced or pay by credit card (Visa, Master Card and Amex accepted)

First Registrant: \$119 Second Registrant: \$89

Additional Registrants: \$75 each

Participants must be from the same company to receive the multiple attendee benefit.



November 2nd
Prairie Meadows
Conference Center

Altoona, IA

9:00AM-3:30PM

Presented by



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