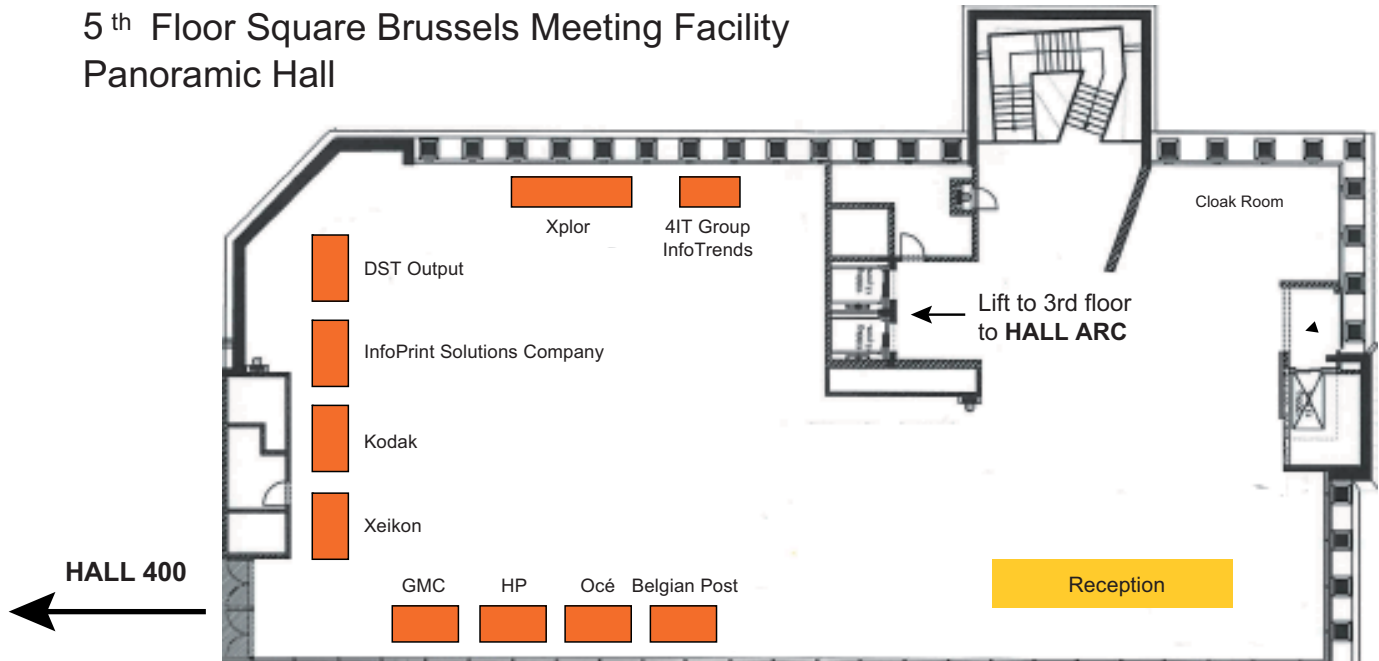


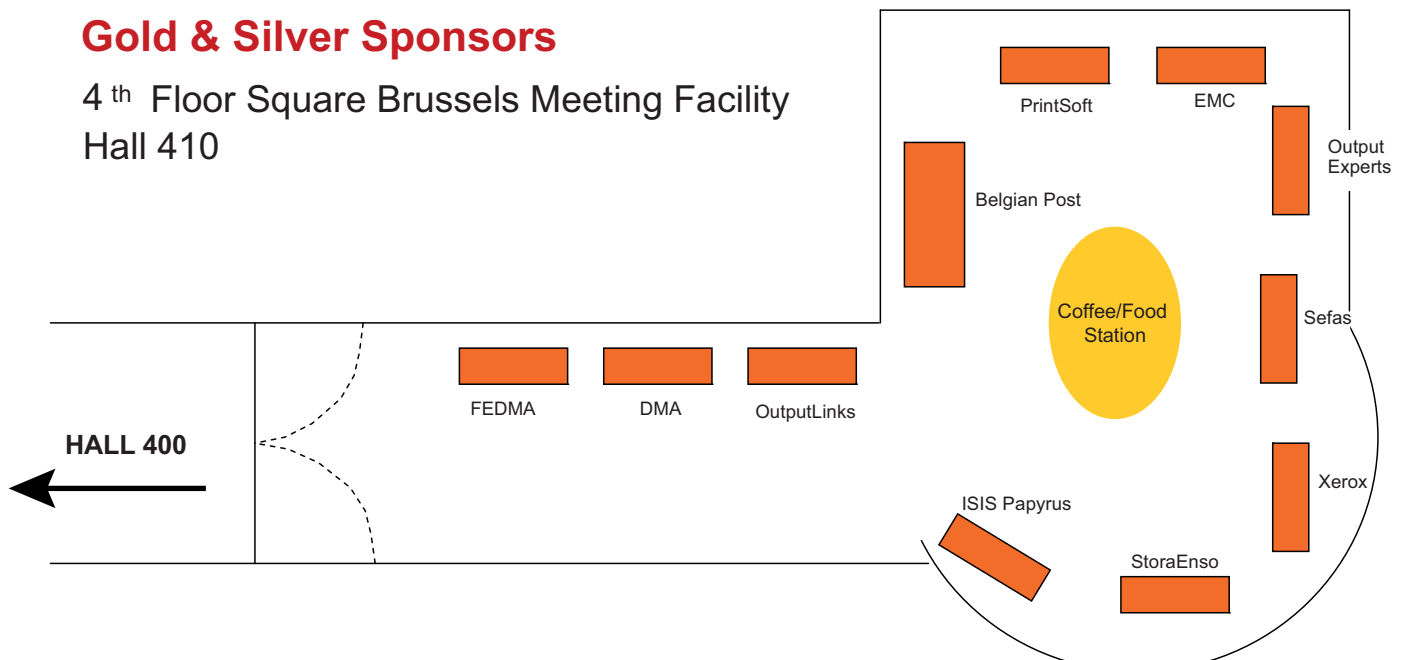
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Hall 410





- 🔄 Transforming “inserts” into “onserts”
- 🔄 Enhance customer relationships
- 🔄 Translate costs into revenue
- 🔄 Cross-sell and up-sell products & services
- 🔄 Increase response rates
- 🔄 Improve ROI over existing marketing strategies

# TransPromo

European TransPromo Summit  
 6-7 October 2009  
 Square Brussels Meeting Centre  
 Brussels, Belgium

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# TransPromo

European TransPromo Summit  
6-7 October 2009  
Square Brussels Meeting Centre  
Brussels, Belgium

[www.transpromosummiteurope.com](http://www.transpromosummiteurope.com)

Stretching every dollar will be the name of the game in 2009. The economy is forcing organisations to do more with less, and anything that looks remotely like "extra" spending will be eliminated. By combining direct mail efforts with regularly scheduled transaction mailings, a hybrid document commonly referred to as TransPromo, organizations can realize significant cost savings.

## The Value of Transaction Documents as Marketing Tools

Transaction documents are a repeat, personal customer touchpoint. Consider your bills, invoices, account statements, and notifications as regularly scheduled meetings with each of your customers. They are open and read – every time. In fact, InfoTrends market research shows that consumers spend an average of 2 to 3 minutes reviewing their statements, with 20% spending more than 5 minutes! Compare this with a traditional direct mail piece that often goes directly to the recycle bin and the message is clear - It is time for marketers to leverage this customer touchpoint as a new marketing medium.

You're using them already! Now is the time to put your transaction documents to work for you.

## What can a TransPromo Communication do for Your Organization?

- Increase response rates
- Enhance customer relationships
- Cross-sell and up-sell products & services
- Improve ROI over existing marketing strategies
- Translate costs into revenue opportunity

TransPromo provides substantial value for companies in that it can transform documents that are considered a cost of doing business into revenue-generating assets. TransPromo enables organizations to better reach customers, better track responses and affiliated sales, increase response rates, and breathe new life in existing transactional documents. It opens up a new communication channel between YOU and YOUR customer.

## Attend the TransPromo Summit and Learn More

The TransPromo Summit brings together vendors, print service providers, and users for 2 days of information sharing and peer-to-peer networking. It is your opportunity to learn what works, what doesn't, and why – directly from your peers.

The conference program will educate you on the strategies, techniques and tools for fusing the traditional transaction document with marketing messages to enhance customer communications, improve customer retention, and increase revenue. Additionally, the TransPromo Summit offers the opportunity to network with leading-edge vendors and service providers during our dedicated technology showcase. Hear from the people that can make TransPromo a reality in your business today.

## European TransPromo Summit

Produced & Managed by

**InfoTrends**  
A Questex Company

InfoTrends, a Questex Company, is the leading worldwide market research and strategic consulting firm for the digital imaging and document solutions industry. We provide research, analysis, forecasts, and advice to help clients understand market trends, identify opportunities, and develop strategies to grow their businesses. Additional information about InfoTrends is available on the Web at [www.infotrends.com](http://www.infotrends.com)

**4IT**  
group

4IT Group is an Italian-based company which focuses on information communication technology, graphic arts and business communication markets, drawing on resources to create networking opportunities. 4IT Group develops customized projects and provides consultancy services for groups and companies in high tech and information technology. Additional information about 4IT Group available on [www.4itgroup.it](http://www.4itgroup.it)

media partner



e-views



# Conference Agenda At-A-Glance

European TransPromo Summit

6-7 October 2009

## Speaker Roster

- Alastair Tempest, General Director, **FEDMA**
- Agustín Minaya, Managing Director, **Telemail**
- Allen Thrasher, EMEA Director Marketing Principal, **InfoPrint Solutions Company**
- Barb Pellow, Group Leader, **InfoTrends**
- Boris Lecoeur, EMEA North Product Sales Representative Document Sciences, **EMC CM&A**
- Carl Michael Nägele, CEO, **Swiss Post Solutions**
- Carlo Felice Blassoni, EMEA Director of Production Solutions, **InfoPrint Solutions Company**
- Crit Driessen, VicePresident Marketing and Strategy, **Océ**
- Dan Peer, Chairman and President, **DeveloPrint**
- Danny Mertens, Business Development Manager Digital Printing, **Xeikon**
- Dim Kyprianou, Head of Consultancy, **Communis**
- Dotan Buchsweiler, Managing Director, **DeveloPrint**
- Enrico Barboglio, President, **4IT Group**
- Erwin Busselot, Marketing Director Digital Printing, **Kodak**
- Fabrizio Vigo, CEO, **Consodata**
- Giorgio Licastro, Media Measurement Managing Director, **GFK Eurisko**
- Harald Grumser, CEO, **Compart**
- Helene Blanchette, Go-to-Market Strategic Manager Direct Marketing and TransPromo, **Xerox**
- Jean-Paul Serneels, Sales & Marketing Director, **Speos**
- Julia Pugh, Director of Consultancy, **DST Output**
- Kaspar Roos, Senior Consultant, **InfoTrends**
- Loïc Lefebvre, Director of Development Group, **Diffusion Plus**
- Marc Schillemans, Vice President and General Manager, **HP Indigo**
- Mark Halford, Sales Director, **DST Output**
- Matt Swain, Senior Research Analyst, **InfoTrends**
- Mauro De Vecchi, Director of Software Application Development, **PRT Group**
- Nick Romano, CEO & President, **Prinova**
- Nicola Muraro, VicePresident Business Development, **Gruppo Selecta**
- Paul Seaborn, Professional Services Director, **TPF Group**
- Per Larrson, Sales and Marketing Manager, **Parajett**
- Ralf Schlozer, Director, **InfoTrends**
- Raquel Ferrari, Programme Manager Direct Mail and Stakeholder Relations, **UPU**
- Rene Mueller, CEO, **GMC**
- Valentina Carnevali, Marketing Manager, **4IT Group**

## Tuesday, 6 October 2009

13.00 - 14.00	Registration/Table-Top Browsing
14.00 - 14.45	<b>State of the Industry Address: TransPromo in Western Europe</b>
14.45 - 16.00	<b>Keynote Panel: Powering TransPromo - Hardware a Critical Enabler</b>
16.00 - 16.30	Break/Table-Top Browsing
16.30 - 17.15	<b>General Session: Data Considerations &amp; Privacy Regulations</b>
17.15 - 18.00	<b>Key Highlights from Trans Meets Promo: A European Perspective</b>
18.00 - 21.00	Gala Dinner - Sponsored by Compart

## Wednesday, 7 October 2009

08.00 - 09.00	Breakfast/Table-Top Browsing	
09.00 - 10.00	<b>Keynote Panel: Planning for TransPromo Success</b>	
	<b>Track A: Marketing</b>	<b>Track B: Technology</b>
10.05 - 10.50	<b>Session 1: TransPromo in Action</b>	<b>Session 2: Advances in Digital Print Technology</b>
10.55 - 11.40	<b>Session 3: Design Considerations for TransPromo Communications</b>	<b>Session 4: Innovative Software Tools</b>
11.40 - 12.10	Networking Break	
12.10 - 12.55	<b>Session 5: It's All About ROI</b>	<b>Session 6: Managing the Data</b>
13.00 - 13.45	<b>Session 7: Cultural Considerations</b>	<b>Session 8: The Technology Advantage</b>
13.50 - 14.50	Luncheon - Table-Top Browsing	
14.50 - 15.35	<b>Session 9: Implementing TransPromo</b>	<b>Session 10: The Outsourcing Option</b>
15.40 - 16.25	<b>Session 11: Managing TransPromo</b>	<b>Session 12: Future Technologies Driving TransPromo</b>
16.30 - 17.00	<b>Closing Session</b>	
17.00	Conference Adjourns	

\* agenda subject to change

visit our website [www.transpromosummiteurope.com](http://www.transpromosummiteurope.com)

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Using high-quality and personalized messages in colour is a major step in optimizing the contact between your company and its customers. Belgian Post can assist you in this evolution. We have invested in a new high-volume colour-printing technology that enables you to increase the quality and impact of your documents and your economic returns. Our know-how, expertise and technological tools are at your service to outsource the handling and production of your critical documents. Come and experience this evolution at the TransPromo Summit.

[www.post.be](http://www.post.be)



DST Output, an international arm of DST Systems (NYSE), is a leading provider of paper and digital essential communications across the globe. We have experience of working with major names in telecoms, retail, finance and insurance and are experts in delivering large scale communication programmes which are tailored to individual customers. Using leading edge technology and unparalleled experience, we help our clients build a personal relationship with each customer. Our intelligent data profiling, intuitive design and on line reconciliation has been proven to increase response rates and improve customer services.

[www.dstoutput.co.uk](http://www.dstoutput.co.uk)



GMC Software Technology helps businesses implement high impact, personalized communications programs that increase customer satisfaction and loyalty, drive new customer acquisition, improve productivity and cut costs. Its award-winning PrintNet software is an easy to implement, end-to-end solution that provides full data integration and processing, design and composition, collaboration and approval, distributed output management and process automation for highly targeted print and electronic communications. GMC offers exceptionally reliable technologies and services based on worldwide ISO 9001:2000 certification and CMMI development methodology. It serves thousands of users worldwide, many customers are producing in excess of 100 million personalized documents per month — including direct mail, statements, bills, policies, catalogs, correspondence and transpromo materials.

[www.gmc.net](http://www.gmc.net)



As a global leader in information technology, HP applies new thinking and ideas to help remove complexity and simplify technology experiences. We strive to continuously improve the way our customers live and work through sophisticated technology that is easy to use and manage. HP's quality engineering and reliable service and support gives all of our customers from individual consumers to the largest enterprises greater freedom to focus on their priorities and confidence to reach their goals. Because ultimately we know that each time we create a truly valuable experience, we are helping people achieve results that really count.

[www.hp.com](http://www.hp.com)



InfoPrint Solutions Company, the new joint venture between IBM and Ricoh, brings over 100 years of combined experience to print and output environments. From versatile hardware designed specifically to meet the needs of transpromotional and direct mail, to software that can monitor, measure, and improve productivity. With our legacy in high-value documents, InfoPrint Solutions Company is well positioned to streamline print management and optimize your entire output operation. Come see how our integrated solutions can take your business to the next level.

[www.infoprintsolutionscompany.com](http://www.infoprintsolutionscompany.com)



Kodak is a leading provider of innovative solutions for conventional, digital and blended print production environments. Kodak's Graphic Communications Group, one of Kodak's strategic business units, provides technologies, products and services that help print providers streamline processes, optimize efficiencies and broaden services. The most expansive portfolio for the graphic communications market includes solutions for digital printing, workflow, prepress, high volume and wide format inkjet printing, and document imaging. With the largest global sales force, an experienced worldwide service network and extensive industry expertise, Kodak is the right partner to help customers grow their businesses.

[www.graphics.kodak.com](http://www.graphics.kodak.com)



Océ is a leading provider of digital document management technology and services. Our reliable solutions help print professionals work productively and deliver value to the bottom line. Océ workflow software complements a comprehensive line of both color and black and white print systems. As TransPromo applications become more essential to marketing strategies, Océ helps customers use variable messaging and quality printing to leverage the communications power of their regular mailings. As a result, companies can operate more efficiently, capture more revenue and build stronger customer relationships.

[www.oceusa.com](http://www.oceusa.com)



A pioneer in digital printing, Xeikon designs, develops, and delivers high-end digital color printing systems covering the entire spectrum of professional printing applications. Its systems are composed of advanced web-fed presses using led array dry toner electrophotography, cutting-edge workflow software, and peripherals. Based on open standards, they can be integrated in virtually any workflow. Xeikon solutions stand out by their exceptional combination of print quality, speed, reliability, print formats, and flexibility. What is more, Xeikon systems as well as prints are particularly eco-friendly, turning digital printing into a sustainable and profitable business. Xeikon is a division of Punch Graphix.

[www.xeikon.com](http://www.xeikon.com)

# Session Descriptions

**Tuesday, 6 October 2009**

**State of the Industry Address: TransPromo in Western Europe**  
**14.00-14.45**

Today's economy is forcing organisations to do more with less, and anything that looks remotely like "extra" spending will be eliminated. In challenging times, TransPromo communications can add tremendous value. By including colour and targeted messages printed on transactional documents, these documents increase in functionality and their messages are more likely to be noticed and acted upon. The TransPromo approach is not just a selling tool – it is an opportunity to leverage the statement, invoice, or notification to expand share of customers and enhance loyalty by providing valued information. This keynote is designed to introduce the value proposition for TransPromo, examine its current state in Western Europe, and to provide a view into the future opportunity for TransPromo.

**Barb Pellow, Group Director, InfoTrends**

**Keynote Address: Powering TransPromo - Hardware a Critical Enabler**  
**14.45 – 16.00**

A key enabler of TransPromo is recent advances in digital printing technology that drives it. Whether it is lower running costs, increased speed, higher quality, or increased print widths – these print technology vendors are helping to make TransPromo an attractive alternative for companies to blend transactional information with marketing and customer loyalty content. Attend this keynote session and hear from leaders in TransPromo market. Panelists will answer your questions about technology, applications, and future direction for TransPromo as you evaluate your strategy and direction.

**Marc Schillemans, Vice President and General Manager HP Indigo**

**Carlo Felice Biassoni, Director of Production Solutions, InfoPrint Solutions Company**

**Erwin Busselot, Marketing Director Digital Printing, Kodak**  
**Crit Driessen, Vice President Marketing and Strategy, Océ**  
**Danny Mertens, Business Development Manager Digital Printing, Xeikon**

**General Session: Data Considerations & Privacy Regulations**  
**16.30 – 17.15**

Data protection and privacy regulations are often seen as a concern for marketers in Europe. Europe's data restriction regulations contribute to the added complexity of deploying TransPromo in Europe. Nevertheless, opportunities do exist! These guidelines are helping providers ensure that messages sent to consumers are well-thought-out, relevant, and (hopefully) appealing. This general session will outline how to be successful with TransPromo, while taking into account the role of the data protection laws across Western Europe.

**Alastair Tempest, General Director, FEDMA**

**Raquel Ferrari, Programme Manager Direct Mail and Stakeholder Relations, UPU**

**Enrico Barboglio, President 4IT Group**

**General Session: Key Highlights from Trans Meets Promo - A European Perspective**  
**17.15 – 18.00**

The TransPromo opportunity in Western Europe has not historically been well documented. In an effort to fill this gap, InfoTrends is conducting in-depth interviews with consumers, direct marketers, transaction document owners, and print service providers in Western Europe to provide a clearer picture of the current market for TransPromo and insight into what the future may bring. This session will be a valuable resource for all attendees, as it will provide a view into some of the key highlights from the study.

**Ralf Schlozer, Director, InfoTrends**

**Matt Swain, Senior Research Analyst, InfoTrends**

**Wednesday, 7 October 2009**

**Keynote Address:**  
**Planning for TransPromo Success**  
**09.00 – 10.00**

As TransPromo moves from discussion to reality within an organization, success will be realized with a well thought-out and executed plan. Whether handling internally or outsourcing to a service provider, you must first evaluate options and applications based on your business needs. There are several steps to follow including identifying marketing objectives, evaluating existing infrastructure, and choosing the right technology or the right partner to pull it all together. Attend this keynote session to hear from companies that can share best practices for TransPromo.

**Jean-Paul Serneels, Sales and Marketing Director, Speos**

**Mark Halford, Sales Director, DST Output**

**Rene Mueller, CEO, GMC**

# Session Descriptions

## Track A: Marketing

### Session 1: TransPromo in Action

10.05 – 10.50

Transaction documents are expected and read. They present a valuable vehicle for marketers to cross-sell new products and services, as well as enhance brand recognition with the recipient. This session will feature organisations that have successfully integrated TransPromo communications into their marketing mix. They will talk about their decision to leverage TransPromo communications and the business value to their organisations.

**Loïc Lefebvre, Director of Development Group, Diffusion Plus**

**Per Larrson, Sales and Marketing Manager, Parajett**

### Session 3: Design Considerations for TransPromo Communications

10.55 – 11.40

The success of TransPromo is as much about the document design as anything else. Critical information needs to be easy to find with an appropriate balance between statement messaging and white space management. This session will focus on key design considerations to optimise the effectiveness of TransPromo documents.

**Julia Pugh, Director of Consultancy, DST Output**

**Carl Michael Nägele, CEO, Swiss Post Solutions**

### Session 5: It's All About ROI

12.10 – 12.55

The TransPromo discussion will become a reality when a company can justify the return on investment. The return can come from a combination of factors, including savings from campaign reduction and improved marketing effectiveness. This session will highlight strategies for embarking on measureable TransPromo approach.

**Dan Peer, Chairman and President, DeveloPrint**

**Dotan Buchsweiler, President & Managing Director, DeveloPrint**

**Helene Blanchette, Go-to-Market Strategic Manager, Direct Marketing & TransPromo, Xerox**

### Session 7: Cultural Considerations

13.00 – 13.45

The strategy for TransPromo messaging across borders will vary based on the unique cultural differences of the consumers. This session will explore key differences in consumer behaviour, and how it affects TransPromo messaging in key Western European markets.

**Giorgio Licastro, Media Measurement Managing Director GFK Eurisko**

**Valentina Carnevali, Marketing Manager, 4IT Group**

### Session 9: Implementing TransPromo

14.50 – 15.35

Once an organisation has decided to go forward with TransPromo, there are several important considerations for the implementation process. This session will introduce and discuss strategies for defining business objectives, developing measures for success, identifying an organisational champion, and engaging necessary internal and external resources to complete the TransPromo implementation.

**Allen Thrasher, EMEA Director Marketing Principal, InfoPrint Solutions Company**

**Dim Kyprianou, Head of Consultancy, Communisis**

### Session 11: Managing TransPromo

15.40 – 16.25

Good project management is an integral part of the success of any campaign launch, and TransPromo is no different. The project manager will need to work with all related facets of the effort to keep the implementation running smoothly. This session will focus on how to manage a single TransPromo effort, as well as the management of an ongoing campaign.

**Matt Swain, Senior Research Analyst, InfoTrends**

**Mauro De Vecchi, Director of Software Application Development, PRT Group**

# Session Descriptions

## Track B: Technology

### Session 2: Advances in Digital Print Technology 10.05 – 10.50

TransPromo has gained traction in recent years for several reasons – one of which is the advances in digital technology. High-speed inkjet and toner devices, many of them web-fed, are providing the productivity and colour quality levels necessary for TransPromo. This session will explore the vendors and products related to this developing market area.

**Ralf Schlozer, Director, InfoTrends**

### Session 4: Innovative Software Tools 10.55 – 11.40

Without the help of innovative software solutions, tasks like managing data, document creation and composition, production workflow, electronic presentment, as well as campaign tracking would not be possible. This session will focus on today's software tools and generate a discussion around the solutions to consider to effectively and efficiently implement and manage TransPromo communications.

**Kaspar Roos, Senior Consultant, InfoTrends**

### Session 6: Managing the Data 12.10 – 12.55

When collected and used correctly, data can be a powerful tool. Understanding the data that drives TransPromo, and the resulting personalization opportunities, is imperative to campaign effectiveness. This session will focus on important considerations regarding which customer information to collect, how to obtain it, and how to append data that is not being captured.

**Fabrizio Vigo, CEO, Consodata**

**Nick Romano, CEO, Prinova**

### Session 8: The Technology Advantage 13.00 – 13.45

Companies that have already made the investment in new hardware and software technologies in the digital printing industry are reaping the benefits of systems that are both user- and application-friendly. Hear from two companies that have invested in technology that better enables them to produce TransPromo documents using hardware and software solutions that make TransPromo a reality.

**Agustín Minaya, Managing Director, Telemail**

**Boris Lecoeur, EMEA North Product Sales**

**Representative Document Sciences, EMC CM&A**

**Ralf Schlozer, Director, InfoTrends**

### Session 10: The Outsourcing Option 14.50 – 15.35

In some cases, the move to TransPromo will not be desirable with existing equipment or print service provider partners. Seeking an outside provider to produce TransPromo documents can provide tactical and strategic advantages. This session will discuss the outsourcing opportunity, important questions to ask when making the outsourcing decision, and provide insight on how to be successful with an outsourcing partner.

**Nicola Muraro, VicePresident Business Development, Gruppo Selecta**

**Paul Seaborn, Professional Services Director  
TPF Group**

**Enrico Barboglio, President, 4IT Group**

### Session 12: Future Technologies Driving TransPromo 15.40 – 16.25

Many of today's marketing professionals are focused on increasing cross-media integration within their TransPromo documents. There are a few up-and-coming technologies that will help build the cross-media opportunity. This session will explore techniques for making the transaction document an integral part of a multi-channel integrated campaign.

**Ralf Schlozer, Director, InfoTrends**

**Kaspar Roos, Senior Consultant, InfoTrends**

## THE LOCATION

### Square Brussels Meeting Center



**Main Entrance – Kunstbergsraat  
Glass Cube 1000 Bruxelles**