

# variable data production

## MONDAY, OCT. 15

>> 11:00 A.M. – 12:15 P.M.

### MAKING MONEY THE OLD FASHIONED WAY...PRINT IT!

INTERMEDIATE

Sponsored by the Financial Services Council

#### LEARNING POINTS:

- Learn how to turn printing costs into a revenue stream
- Use current customer communications to more effectively

#### SPEAKER:

Pat McGrew, EDP, Director, Transaction Industry Marketing, Inkjet Printing Solutions, Kodak Graphic Communications Group, Eastman Kodak Company



## MONDAY, OCT. 15

>> 3:00 P.M. – 4:15 P.M.

### BEATING POSTAGE REFORM WITH THESE NEW COST-SAVING SOLUTIONS

ADVANCED

#### LEARNING POINTS:

- Understand the postage increases now and for the future
- Expand discussion into today's options that can offer budgetary relief

#### SPEAKER:

Dawn Flook, Director of Production, Lorel Marketing Group/Catalogs by Lorel



## TUESDAY, OCT. 16

>> 11:15 A.M. – 12:15 P.M.

### INCREASE RESPONSE RATES: INTEGRATED DIGITAL PRINT AND FULFILLMENT

INTERMEDIATE

#### LEARNING POINTS:

- Understand how digital print can enable more personalized communication
- Learn about advanced fulfillment technologies, including template-based design-on-demand and digital printing for variable messaging

#### SPEAKER:

David Lowndes, Director of Product Development, Comac



## WEDNESDAY, OCT. 17

>> 9:00 A.M. – 10:00 A.M.

### INSIDE A HIGH-PERFORMANCE DM ENGINE FOR HIGH-NET-WORTH CUSTOMERS

INTERMEDIATE

#### LEARNING POINTS:

- Understand the impact of a visual symbol in increasing trust and customer response
- Determine how to qualify for trusted-class email and how it can improve your ROI

#### SPEAKERS:

Shelley Sweeney, VP / GM Service Bureau & Direct Marketing, Xerox

Jean Brody, Director of Marketing, Bowne Marketing & Business Communications



To read detailed descriptions on each session, please go to [DMA07.org](http://DMA07.org)

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