

LOCATION:

Nashville Airport Marriott
600 Marriott Drive
Nashville, TN 37214

WHO SHOULD ATTEND:

Anyone that participates in the graphics arts process should attend. You don't have to be a PIAS member to attend, as a matter of fact, we are encouraging members to invite their customers and non-members. In today's printing environment, businesses of all sizes and shapes must transform their business model in order to remain competitive. The Digital Symposium recognizes the need for leadership both in innovation and practical applications. This unparalleled program concisely provides the elements to formulate a strategy-blueprint for the industries future.

symposium



Printing Industry Association of the South

Printing Industry Association of the South, Inc.
305 Plus Park Blvd.
Nashville, TN 37217



Printing Industry Association of the South

digital
symposium

Nashville Airport Marriott
February 29, 2012
Nashville, TN
10:00 am - 3:30 pm

sponsored by



RICOH



10:00 - 11:00 am

Inkjet Advancements & Opportunities

Speaker: Guy Broadhurst, New Technologies & Client Development Océ North America

Inkjet printing continues to make technology advancements in product functionality, cost performance, print quality, and color printing capabilities. Such improvements have made inkjet printing the leading digital printing technology and have enabled the development of new markets and applications. So how do these technology advancements fit within the graphic arts space?

In this session, we'll explore

- Where inkjet technology is headed
- Strengths of inkjet
- TCD of inkjet
- Areas of opportunities for graphic arts

11:00 am - 12:00 pm

How to Get Yours Sales Reps to Sell Digital and VDP

Speaker: Bill Farquharson, President, Aspire For
Did you know that your sales reps hate selling digital and VDP? Do you want to know why? Better yet, do you want to know how to get them to change their minds and embrace the opportunities that digital and VDP offer? This seminar answers all of these questions and leave you with a plan for educating, training, motivating and compensating your sales force. This program isn't about theory and what should work - it's about real life experience and what does work. It's about shortening the selling cycle and taking the path of least resistance, including one option that eliminates the sales force altogether!

12:00 - 1:30 PM Networking Luncheon with buffet lunch and exhibitor table top displays

1:30 - 2:30 pm

A Challenged Industry with New Opportunities

Speaker: Charlie Corr, VP of Strategy, Mimeo

We all know the commercial print market is not healthy. Print volumes have been declining due to electronic substitution and online marketing trends. With declining print volumes come overcapacity, shorter runs, and more price competition. What is a printer to do? If you choose to do nothing, you had better be the low cost producer.

This presentation will review both the challenges our industry faces and the opportunities that will drive growth. Charlie will present industry data and examples as well as make specific recommendations for making your company successful in the future.

2:30 - 3:30 pm

Transforming Your Business with the Right Solution - Value-Added Services and Digital Print

Speaker: Dave Smith, Principal - Dynamic Print Solutions

Discover the breadth of digital products and services available today to help print service providers meet current and future challenges. We will review e-commerce solutions, workflow automation, digital print platforms and technologies including infrastructure and personnel requirements for successful solutions development. Learn strategies for successful implementation and growth of your digital initiatives. If you have not already made the investment, learn key elements for consideration and critical tools and processes for successful implementation.

EXHIBITORS INCLUDE:

Athens Paper Company, Dennis Paper Company, HP, Nova Copy, Océ North America, Printers & Duplicator Service, Inc., Ricoh, RJ Young, Xerox, xpedx

REGISTRATION FORM

Digital Symposium
Nashville, TN February 29, 2012

Name: _____

Name: _____

Name: _____

Company: _____

Address: _____

City, ST Zip: _____

Email: _____

COST

PIAS Members:
\$35 first registrant; \$25 each additional registrant

Non PIAS Members:
\$75 per person

Check is enclosed in the amount of \$ _____ for _____ registrants

Bill us. We are PIAS Members mailing or faxing our registration form. (Fax: 615-366-4192)

Charge my credit card in the amount of \$ _____ for _____ registrants.

Visa Am Exp. Discover Mastercard

Card No. _____

Exp. Date: _____

Make checks payable to PIAS and mail to
PO Box 290249, Nashville, TN 37229 or call
Ed Chalifoux at (615-366-1094 ext. 214