



Lead
the business
race !

Invitation

Business Workshop

Nov. 16th - 19th '09

Kodak

■ **What** is the **Business Workshop** about?

- Sharing relevant and valuable information with you.
- Guide you through practical steps & techniques that could help you grow.
- Facilitate a community/network environment, where you can share experiences as well as find new partners.

■ **Who** should attend the event?

Sales and marketing personnel of existing Kodak NexPress customers as well as companies thinking to invest in Digital Printing

■ **When?**

16, 17, 18, 19* November 2009

*19 November: Optional Customer Demos

■ **Where?**

Kodak • Rue Générale de Gaulle, 62 • B-1310 La Hulpe • Belgium

Business Workshop

November 16th - 19th 2009

Workshop Program

November 16th (Afternoon)

Lunch from 12:00 to 1:00 pm	
1:00 to 1:15 pm	Welcome What are we here for? ◀ Kees Mulder
1:15 to 2:00 pm	Are you paying enough attention to the market place? What is happening and what does it REALLY mean! ◀ Erwin Busselot
Break from 2:00 to 2:15 pm	
2:15 to 3:00 pm	Part I: Do you want to know what successful digital printers do? "The importance of a relevant plan" What to sell and Why? ◀ German Sacristan
Break from 03:00 to 03:15 am	
2:30 to 3:15 pm	Part II: Do you want to know what successful digital printers do? Who is your target audience and Why? ◀ German Sacristan
3:15 to 4:00 pm	What can help your customers attract the attention of their customers? The magic touch of dimensional inks ◀ Dave Sips
Break from 04:00 to 04:15 am	
4:15 to 5:30 pm	Part III: Do you want to know what successful digital printers do? How to sell it? "making a difference" ◀ German Sacristan
Break from 05:30 to 05:45 am	
5:45 to 6:15 pm	Are your customers interested in the environment? Overcoming biggest objections!
6:15 to 6:30 pm	Wrap up first day "What did you learn?" and Departure

Register now !

e-mail: trade@ged-bg.net or fax: +359 2 80 61 291

November 17th

9:00 to 10:00 am	<p>Part I: What do you know about your customers? What are marketers like and what keeps them awake at night? How can you get into the brain of a marketer? ◀ Drayton Bird</p> <p>Break from 10:00 to 10:15 am</p>
10:15 to 11:15 am	<p>Part II: What do you know about your customers? What should marketers do more and less of? ◀ Drayton Bird</p> <p>Break from 11:15 to 11:30 am</p>
11:30 to 12:30 pm	<p>Are you getting the best out of the internet? What are the tricks? Relevant tips and suggestions! ◀ Guillaume Riottot</p> <p>Lunch from 12:30 to 1:30 pm</p>
1:30 to 2:15 pm	<p>Part I: Interested to build an effective product that most of your customers would like to buy and pay more for it? How can you help your customers say the right thing to the right person at the right time and the right way? ◀ German Sacristan</p> <p>Break from 2:15 to 2:30 am</p>
2:30 to 3:15 pm	<p>Part II: Interested to build an effective product that most of your customers would like to buy and pay more for it? How can you help your customers to say the right thing to the right person at the right time and the right way? ◀ German Sacristan</p>
3:15 to 3:45 pm	<p>What can help your customers attract the attention of their customers? The magic touch of dimensional inks ◀ Dave Sips</p> <p>Break from 3:45 to 4:00 am</p>
4:00 to 4:45 pm	<p>Part I: Can your customers (YOU) be successful ignoring data/information? Segmenting/Mining data to get the best business results ◀ Thomas Wimmer</p>
4:45 to 5:30 pm	<p>Part II: Can your customers (YOU) be successful ignoring data/information? The need of a relevant tool ◀ Matthieu Bossan</p>
5:30 to 6:00 pm	<p>Second Day Wrap up "What did you learn?" and Departure</p>

November 18th

8:30 to 10:30 am	<p>Do your customers need a more effective marketing process? "How to make very good money with W2P" ◀ Peter Lancaster</p> <p>Break from 10:30 to 10:45 am</p>
10:15 to 11:15 am	<p>The voice of the customer: W2P "Real challenges and opportunities" ◀ Philippe Cardyn from Artoos</p>
11:15 to 12:15 pm	<p>Part I: Printing Millions of Quality Photo Pages. Who are my target audiences? What are the applications? ◀ Salvatore Massaro</p> <p>Lunch from 12:15 to 1:00 pm</p>
1:00 to 2:30 pm	<p>Part II: Printing Millions of Quality Photo Pages. The strategy: How to market/sell it. Successful case stories. ◀ Chris Martin</p> <p>Break from 2:30 to 2:45 am</p>
2:45 to 3:15 pm	<p>Are you looking for partners to help you grow? Interested in a relevant community? ◀ Matthieu Bossan</p>
3:15 to 3:30 pm	<p>You are not alone, Kodak Business Development Services. ◀ German Sacristan</p>
3:30 to 4:00 pm	<p>Wrap up "What did we learn and next steps" ◀ German Sacristan</p>
4:00 pm	<p>Departure and Goodbye to some customers!</p>

November 19th - Optional Demos

Seeing the Technology at work***

- 9:00 to 10:45 am** Introduction
- Prinergy
 - Prinergy Digital: in depth demo
 - Darwin 3.0
 - DirecType, some principles

Break from 10:45 to 11:00 am

- 9:45 to 11:15 am** Implementation and Maintenance "Challenges and Opportunities"

Break from 9:30 to 9:45 am

- 11:30 to 12:30 pm** Insite Storefront
Insite VDP
Insite PrePress portal: overview

Lunch in the lobby from 12:30 to 1:15 am

- 1:15 to 2:00 pm** NexPress demo
Quick tour of the demo center

TRACK A	TRACK B
2:00 to 3:00 pm Unified Workflow"	2:00 to 5:30 pm Insite Campaign Management
3:00 pm Wrap up, Q&A and Departure Dave Sips"	5:30 pm Wrap up, Q&A and Departure Dave Sips"

*** All customers welcome!



How much does it cost?

Participation to the event is **FREE OF CHARGE**.

All participants have to pay for:

- their travel to and from the training place (La Hulpe, Belgium)
- their hotel room (more details to follow on registration).

You can either book at the hotel near to where the event takes place (advisable) or in another hotel in the vicinity.

You will receive all training notes and material **FREE OF CHARGE**.

Lunches covered by Kodak.

How can I participate?

Just confirm your attendance ASAP per returning e-mail: trade@ged-bg.net or fax: +359 2 80 61 291.

You will receive then all the require information, like hotel etc.

The course will be given in English language

Places are limited to approx. 40 participants on a 'first-come, first-serve' basis and 2 persons per company.

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It's time for you **AND** Kodak