



XMPIE
Users Group

2009 XMPie User Conference: Agenda

**Planet Hollywood Resort & Casino,
Las Vegas May 12 - 15, 2009**

Pre-Conference Technical Tutorials

Pre-conference tutorials will begin at 1:00 PM on Tuesday, May 12th, and continue through noon on Wednesday, May 13th. The conference officially begins with lunch at noon on May 13th. Pre-conference tutorials have been structured to meet the needs of two separate audiences: those primarily interested in the design aspects offered by XMPie solutions; and those interested in technical and programming aspects.

1:00 to 5:00 PM, Tuesday, May 12, 2009

(Designer Track)

Session P1A: Creating Innovative ulmage Templates (4 hours) – Deb Haines and Adobe

Back by Popular Demand

This session will be presented by Adobe and XMPie experts and will cover the basic rules of effectively developing ulmage templates with PhotoShop and Illustrator. Attendees will see examples of simple and complex ulmage creations and will be able to ask questions of the experts relative to specific examples of their own. The session will also cover personalization effects that can be implemented without ulmage. Samples and guidelines will be provided as handouts for attendees. Users to support the session.

(Programmer Track)

Session P2A: Using uProduce as a Platform (4 hours)

This session will consist of two two-hour tutorials and is targeted at programmers/technical staff that want to extend the value of their XMPie investment beyond creation of personalized campaigns. Attendees will learn how to use XMPie APIs to better integrate organizational workflow, integrating with MIS solutions, and more. The session will also discuss in detail how APIs can be used to design custom web-to-print sites.

Automating your Workflow with XMPie APIs
Designing Custom Web to Print sites with APIs

8 AM to Noon, Wednesday, May 13, 2009

Designer Track

Session P1B Designing XMPie Campaigns using Dreamweaver and Flash

Content to be outlined. Looking for recommendations from members.

(Programmer Track)

Session P2B: Everything ICP: Interactive Content Ports (2 hours)

In this session, attendees will learn how to use Interactive Content Ports (ICPs) in designing XMPie campaigns using Dreamweaver and Flash. The session will be focused on creative implementation rather than the technical nuts and bolts of ICPs. Attendees will be provided with written materials that they can use.
Customers to support the session

Session P2C: Setting up your system to leverage metrics (2 hours)

In this session, attendees will begin with background information on ADORs and how they can be used for tracking campaign activities. Presenters will share strategies for tracking print and web activity, as well as discuss how to implement and present analytics for cross-media campaigns and what analytics have the most value to XMPie users and their customers.

General Sessions: Wednesday, May 13 2009

(Begins at 1:00 PM, following lunch)

XMPie Users Group President's Welcome and Message, Greg Dean, DME VP

1- 1:30 PM

XMPie President Jacob Aizikowitz, Welcome and Message

1:30-2:00 PM

Keynote...The Voice of the CMO

2:00 – 3:00 PM This session, delivered by a marketing executive from a Fortune 100 company will include a discussion about trends in social, mobile networking

Break

XMPie Update

3:30 – 5:00 PM The XMPie management team will provide a strategic overview of XMPie's future strategy and direction. A comprehensive review of new features and capabilities will be provided.

Reception (Vote for Best of the Best XMPie Enabled Programs)

5:30 PM

General Sessions: Thursday May 14th, 2009

Board Elections and General Business Meeting

9:00 – 10:30 AM

Marketing and Technical Track Breakouts

10:30 AM – 5:00 PM

General Sessions: Friday May 15th, 2009

The Best of the Best – Awards and Presentations by the winner

8:30 – 10:00 AM

Marketing and Technical Track Breakouts

10:00 AM – 4:00 PM

Wrap-up and Feedback Session

4:00 – 5:00 PM

Marketing Track

Multichannel marketing campaigns enable organizations to reach customers with a tailored message based on customers' interests, preferences, and historical purchasing patterns. They can also cultivate relationships using interactive tools. The campaign can use direct mail, e-mail and mobile messaging; provide offers and incentives that drive consumers to customized web landing pages; gather additional information about prospects via online surveys; and transform prospects into qualified leads. The marketing track is series of modules that provides an anatomy of a multichannel direct marketing campaign from concept to completion.

Session M1: Definite Objectives

Defining what you want to communicate and setting measurable objectives will help you make the right choices for your direct-mail strategy. Measurable objectives, such as collecting data about the audience and attracting a specific number of prospects, converting prospects to qualified leads and lead generation into actual sales, allow you to identify the strong and weak points in a personalized campaign, and continually improve your success during the run of the campaign. This module will explore different campaigns and the clearly defined objectives associated with success.

Session M2: Identify Your Target Audience

To reach target attendees, you must first define them. Are you attracting existing customers, new prospects, or both? Are you trying to reach a new vertical or horizontal market? Do you want to talk to decision makers, purchasing influencers, specifiers, or all three? Determine the specific titles of the people you want to attract. This information will determine the list, quantity, format, offer, and budget for your campaign. This session will discuss target markets...B2B versus B2C and horizontal versus vertical. It will share specific examples of personalized campaigns that were designed for unique audiences.

Session M3: Emerging Trends – this is a presentation created by an industry expert, TBD

This session will delve into why people and businesses utilize facebook, twitter, etc. This session will be presented by experts who will discuss the emerging social networking trends that are affecting the way brands present themselves to the market.

Session M4: Marketing Q & A

Open Q&A session with XMPie technical, marketing and design staff will be available to discuss issues, concerns, plans and strategies with design-oriented attendees. To make the session more effective, attendees can submit questions ahead of time, as well as during the session.

Session M5: It's All About the Data

All the work you did in steps one through three will go to waste if the mailer is not directed to the right prospects. First, find out what lists are available. If you are trying to attract people to a booth at a trade show, you can use the pre-registration list, last year's registration list, prospect lists, membership lists, media lists, internal customer lists, or a combination of all of these. If you are trying to reach a new market, you can procure lists that are aligned with the demographics of potential buyers. Then select the list(s) that best match the target audience you want to reach. This module will explore data alternatives and share techniques for procuring lists, leveraging internal data and identifying list sources by market vertical.

Session M6: For real... what you need to get through the door How to position yourself in the marketplace

This session will be presented by marketing executives who will share their experiences relative to positioning their companies in the marketplace. They will also discuss what they look for in their suppliers to provide insight into how best to approach marketing executives with your value proposition. There will be plenty of time for interactive Q&A during this session.

Session M7: Measure Results and Evaluate Effectiveness

This may sound simple, but most companies skip this step. Measurement and evaluations are never optional. They are your only means of assessing the success of your efforts to determine how to improve performance. This module will illustrate through user experience how data is being captured about XMPie campaign effectiveness, actions that are being taken to rapidly modify campaigns, and how results are effectively being communicated to customers.

Session M8: Sales Clinic. During this unique and very interactive session, experts from research firm InfoTrends will present sales scenarios and facilitate audience discussion about how best to handle them. Scenarios will include all aspects of the sales cycle and attendees will benefit from sharing creative customer approaches with each other.

Designer Tracks

Session TD1: uDirect Best Practices:

XMPie technical staff will share uDirect best practices in an interactive forum that allows participants to both share their own experiences and ask questions of each other and XMPie experts.

Session TD2: Effectively using the XMPie rule editor:

Rules for processing campaign inputs and outputs can be simple or complex. But there are many ways to make the use of rules easier. During this session, XMPie staff will explain to attendees how to effectively use the XMPie rule editor to create effective campaigns. This will include using bar codes, how to create images, the most efficient way to process images, when to use the server versus the desktop, how rules can be integrated with templates, and much, much more.

Session TD3: ulmage tips and tricks:

Brought back by popular demand, this session will feature Tamar Aizikowitz, who will present a number of innovative ways to use ulmage as well as address specific attendee questions.

Session TD4: Getting the most out of uStore:

XMPie's Jacob Shamis will help designers understand how they can make the most out of their uStore investment, including customizing the look at feel, leveraging uStore for order entry, building libraries and catalogs and more. Real-world examples will demonstrate how XMPie users have taken advantage of this ecommerce module.

Session TD5: Designer Q & A

Open Q&A session with XMPie technical, marketing and design staff will be available to discuss issues, concerns, plans and strategies with design-oriented attendees. To make the session more effective, attendees can submit questions ahead of time, as well as during the session.

Session TD6: Making the move from Desktop to Server Solutions

This session will be presented jointly by XMPie and Adobe and will explain the processes and benefits of migrating from XMPie desktop solutions to server-based solutions. Real-world examples of companies that have made this move will be included.

Programmer Tracks

Session TP1 - API 1 hour track – Programming

The session includes an introduction to the use of APIs for automating uProduce and creating custom Web-to-Print sites.

Session TP2– Integrating XMPie Within Your IT Systems

This session will cover best practices for introducing XMPie into many configurations as well as XMPie's Cluster Configuration. In addition we will cover topics such as best security procedures for networking w/ database servers, how to implement fault-tolerant solutions with XMPie and why these are important in the context of 24/7 applications, and much more.

Session TP3 – Taking Cross-Media to the Next Level

In this session will discuss a wide range of unique XMPie implementations, including using uEdit outside of uStore, how to integrate dynamic charting/graphing programs w/ XMPie on the web to complement what uChart does with print, etc...

Session TP4: XMPie Driving your back-end systems

Leading XMPie users will discuss how they have leveraged XMPie as a centralized command station for their operational workflow, including managing a hybrid digital/offset production and fulfillment environment; facilitating collaboration among agency staff, marketers, printers, designers and other campaign participants; and streamlining order entry and management.

Session TP5: Leveraging XMPie for integrated cross-media campaigns

During this session, XMPie experts will discuss ways that companies can use advanced XMPie features, including ICPs and API's, to differentiate themselves and provide more value to customers. This includes the ability to provide real-time bidirectional communication between a campaign and multiple databases as well as using RURLs to validate recipient identity and other unique processes.

Session TP6: Programming Best Practices

Learn from XMPie experts how to effectively use programming within the XMPie environment, including QLingo and XLIM, to streamline the creation and execution of cross-media campaigns and to deliver measurable results and performance against metrics for end customers.

Session TP7: Open Q&A Session with technical staff (programming issues)

During this session, XMPie technical staff will be available to discuss issues, concerns, plans and strategies with technically-oriented attendees. To make the session more effective, attendees can submit questions ahead of time, as well as during the session.

Additional Information:

During this Conference, we will be organizing after-hours round tables and other opportunities to speak with XMPie experts and executives as well as guest speakers in small group discussions. Stay tuned for details about specific round tables and how to sign up.

Best of the Best contest: This year's Best of the Best contest will be judged by conference attendees. Don't miss this opportunity to see the many creative approaches your peers have taken to win business for themselves and their customers and to weigh in on the awards. Contest details will be announced in early March.