

Sunday, October 23, 2011

Time and Location	Session
7:00 a.m. - 5:00 p.m. <i>Lower Promenade - Terr. LV</i>	Registration
7:00 a.m. – 8:00 a.m.	Breakfast
8:00 a.m. - 12:00 p.m.	Pre-Conference Tutorials
Designer Tutorial <i>Hibiscus A</i>	<p>XMPie Boot Camp - Building Campaigns from the Ground Up (Part One) <i>Presented by: Deb Haines & Melissa Balmer, XMPie, A Xerox Company</i></p> <p>In this two-part session, designers will learn how to organize documents for variable work, review data, and understand business rules. The initial part of the course will discuss the differences between types of projects, which will lead into a review the different types of ADOR objects, and then on to how and when it is appropriate to use each.</p> <p>Designers will be able to follow along building a small campaign, which will include initial preparations, writing requirements, some redesigning of the InDesign document, revising the data files, and creating an HTML email. Over the two-session course, attendees will be exposed to the XMPie template building software (uDirect and uCreate), the built-in Rule Editor, uPlan, uProduce, and the RURL Wizard, among other software.</p>
Programmer Tutorial <i>Hibiscus B</i>	<p>How To Script InDesign and Build QLingo Extensions <i>Presented by: Chris Young, XMPie, A Xerox Company</i></p> <p>During this session, programmers will dive into the details and get firsthand exposure to two powerful capabilities using the XMPie platform. The first section of this session will focus on the XMPie scripting plug-in to InDesign, which allows programmers to leverage JavaScript to control many pre-composition and post-composition tasks otherwise unavailable. The second section will focus on how to extend the XMPie programming capabilities through writing Qlingo extensions using C#.</p> <p>Prerequisites: Both sections will demonstrate functional techniques, therefore, working knowledge of JavaScript and .Net programming is recommended.</p>
10:00 a.m.	Coffee Break
12:00 p.m. – 1:00 p.m. <i>Riverfront South - Lobby Level</i>	Lunch
1:00 p.m. - 5:00 p.m.	Pre-Conference Tutorials
Designer Tutorial <i>Hibiscus A</i>	<p>XMPie Boot Camp - Building Campaigns from the Ground Up (Part Two) <i>Presented by: Deb Haines & Melissa Balmer, XMPie, A Xerox Company</i></p> <p>In this two-part session, designers will learn how to organize documents for variable work, review data, and understand business rules. Over the two-session course, attendees will be exposed to the XMPie template building software (uDirect and uCreate), the built-in Rule Editor, uPlan, uProduce, and the RURL Wizard among other software.</p>
Programmer Tutorial <i>Hibiscus B</i>	<p>Working With the uStore and uEdit SDKs <i>Presented by: Igor Vorobeychik, XMPie, A Xerox Company</i></p> <p>During this session, programmers will learn to leverage the uStore SDK through exploration of real-life examples developed by the XMPie Professional Services Team. While examining the uStore SDK, additional topics will be incorporated into the discussion around the use of uStore Connect and the uStore APIs. Topics for discussion will include: adding custom user control dials, working with recipient lists, implementing clearing plug-ins, building custom storefront skins, using custom headers, building custom navigation, adding a robust HTML editor, and using uEdit in stripped mode.</p> <p>Prerequisites: To get the most out of this session, users should have a working knowledge of HTML, JavaScript and .Net.</p>
3:00 p.m.	Coffee Break

Monday, October 24, 2010

Time and Location	Session
7:00 a.m. - 5:00 p.m. <i>Lower Promenade - Terr. LV</i>	Registration
7:30 a.m. - 8:30 a.m. <i>Riverfront South - Lobby Level</i>	Breakfast
8:30 a.m. – 10:00 a.m. <i>Jasmine</i>	<p>Opening Keynote Session: XMPie President’s Keynote Address and Technology Update <i>Presented by Jacob Aizikowitz, XMPie, A Xerox Company</i></p> <p>In his keynote address, Dr. Jacob Aizikowitz, President of XMPie, A Xerox Company, will discuss Individualized Communications Management (ICM) as the next frontier for XMPie technology, and how it relates to the vastly changing direct marketing and business communications disciplines. Together with leaders from XMPie R&D, he will outline key innovations expected in 2012.</p>
10:00 a.m. - 10:30 a.m. <i>Riverfront South - Lobby Level</i>	Break: Meet the Sponsors
10:30 a.m. – 11:30 a.m.	Breakout Sessions
Design Track <i>Hibiscus A</i>	<p>(Re)Designing for Variable Data Print <i>Presented by: Deb Haines, XMPie, A Xerox Company</i></p> <p>Designers will learn how to look for and work with transparency effects, hear tips to keep in mind when using text wrap, understand how to optimize the number of InDesign layers, and how to choose the best fonts. Discussion will include types of images and how they affect production.</p>
Programming Track <i>Hibiscus B</i>	<p>Adding Templates to the RURL Wizard <i>Presented by: Chris Young, XMPie, A Xerox Company</i></p> <p>The XMPie RURL Wizard is a powerful tool that allows users to easily establish data-driven websites by allowing them to select template art and link to the campaign data and logic. By building your own custom templates and adding them to the RURL Wizard, you can increase your productivity and streamline the process of building and launching repetitive campaigns. This session will show programmers how to create and deploy custom templates to be used with the RURL Wizard.</p> <p>Prerequisites: This session will cover code required to build template Web pages, therefore, a working knowledge of HTML and XML is recommended.</p>
Marketing Track <i>Gardenia</i>	<p>I Have XMPie, Now What? <i>Presented by: Enda Kavanagh, Fuji Xerox Australia</i></p> <p>This presentation will review how to open up and deliver XMPie conversations with potential customers, by looking at what your company is currently doing and assessing awareness of the technology and the need to look at alternative offerings for their customers. Key take-aways include:</p> <ul style="list-style-type: none"> • How to make your customers sticky. Cross Media is here and happening now. The way we communicate has changed and continues to change • Pick three clients, and make a proof of concept and deliver an entire campaign planned out to the marketing person • Self promotion is the key to success. It proves to your sales force that as an organization you can deliver and gives the customer confidence in you <p><i>Audience Level: Intermediate</i></p>
11:30 a.m. – 12:30 p.m.	Breakout Sessions
Design Track <i>Hibiscus A</i>	<p>ulmage Best Practices <i>Presented by: Deb Haines, XMPie, A Xerox Company</i></p> <p>Designers will learn the differences between ulmage template types, how optimization works, as well as when to use different ulmage output types. Depending on participant feedback, some discussions could review advanced topics, such as designing your own ulmage fonts or using other plug-ins.</p>

Programming Track <i>Hibiscus B</i>	Updated XMPie API/SDK Overview <i>Presented by: Eyal Arie, XMPie, A Xerox Company</i>
Marketing Track <i>Gardenia</i>	The Value of Pre-Selling <i>Presented by: Bruce Meberg, USA DATA, Jason Ellis, EF Group, Jeroen Van Druenen, Jubels, and James Lenartz, Traxion/Sells Printing</i> <i>Moderated by: Larry Zusman, XMPie, A Xerox Company</i> This panel session will focus on the critical practice of “Pre-Selling,” which can be defined as a formal process to identify a suitable sales prospect, understand their market, strategy and requirements, and prepare your organization and theirs for a productive, project-generating initial engagement.
12:30 p.m. – 1:30 p.m. <i>Riverfront South - Lobby Level</i>	Lunch: Meet the Sponsors
1:30 p.m. – 2:30 p.m.	Breakout Sessions
Design Track <i>Hibiscus A</i>	Adding Social Media to Your Campaigns - The Basics <i>Presented by: Dom Rotundo, XMPie, A Xerox Company</i> This session will walk through how to create viral campaigns by leveraging the new Social Media Share feature with Web and email documents using the XMPie toolset. Topics to be covered include: a review of the Social Media landscape as well as how to utilize uCreate XM to create a variable template and the steps required to incorporate both Facebook and Twitter into any cross-media campaign.
Programming Track <i>Hibiscus B</i>	Leveraging Postscript Programming with QLingo Extensions <i>Presented by: Eyal Arie, XMPie, A Xerox Company</i>
Marketing Track <i>Gardenia</i>	Socializing XMPie <i>Presented by: Matt Sandford, Director, Yellow Postie and Eliot Harper, Managing Director, eliot</i> We've developed www.yellowpostie.com.au , an online greeting cards site for creating, personalizing and ordering printed cards. In addition, we've integrated with a CRM system to provide automated trigger-based campaigns to clients. This platform is entirely powered by XMPie uProduce and uEdit. This presentation will review the development of the Yellow Postie web site utilizing XMPie technology. <i>Audience Level: Intermediate</i>
2:30 p.m. – 3:30 p.m.	Breakout Sessions
Design Track <i>Hibiscus A</i>	Tracking and Analytics - The Basics <i>Presented by: Deb Haines, XMPie, A Xerox Company</i> Designers will learn how to set up tracking and run basic reports on the data they've tracked. Tracking can be set up for both print and web production. What can be tracked versus what cannot be tracked on the web will be shown to help attendees relate this to their cross-media projects. The uProduce Marketing Console will be shown, and the differences between versions will be discussed.
Programming Track <i>Hibiscus B</i>	Leveraging the New Functionality of uStore 5 <i>Presented by: Igor Vorobeychik, XMPie, A Xerox Company</i> During this session, programmers will learn to leverage several new features released with the latest version of the XMPie Web-to-print software, uStore 5. Topics to be covered include: <ol style="list-style-type: none"> 1. Learn how to set up customized receipt templates using variables, SQL queries that fetch order data, and the configuration of the variable fields. 2. Learn how to define custom reports using SQL. Advanced users can use this generic report system as a front end for running highly flexible, customized reports that address their unique needs. 3. Learn how to set up the uStore messaging mechanism. The uStore back office allows super users and store administrators to create events that trigger a predefined set of actions. Prerequisites: To get the most out of this session, users should have a working knowledge of SQL, XML and XSLT.
Marketing Track <i>Gardenia</i>	Value Pricing for Cross Media and Digital Print <i>Presented by: Waleed Ashoo, CEO, Lithexcel</i> This presentation will review the nuts and bolts of how to value and price Cross Media services to maximize revenue, as well as building a proposal that includes a Non-Disclosure Agreement. <i>Audience Level: Intermediate</i>

3:30 p.m. – 4:00 p.m. <i>Riverfront South - Lobby Level</i>	Break: Meet the Sponsors
4:00 p.m. – 5:00 p.m. <i>Jasmine</i>	Best of the Best Competition Presentation
7:00 pm - 9:00 pm <i>Riverwalk Outdoor Terrace</i>	Welcome Reception

Tuesday, October 25, 2011

Time and Location	Session
7:30 am - 2:00 pm <i>Lower Promenade - Terr. LV</i>	Registration
8:00 am - 9:00 am <i>Riverfront South - Lobby Level</i>	Breakfast
9:00 a.m. – 10:00 a.m. <i>Jasmine</i>	<p>Find Your Blue Ocean <i>Presented by Kate Dunn, The Digital Innovations Group</i></p> <p>Margins and volume are shrinking and wreaking havoc on business models based on volume. To change the course, many print service providers headed down the path toward becoming an MSP – Marketing Services Provider. Unfortunately they didn't find higher margins and profits just more expenses as they struggled to transition from a manufacturing to a service model. Find out what works and what doesn't and why making this shift is more than just offering QR codes, purls and document catalogs. Are you ready to really become a service company and not just a company with good customer service?</p>
10:00 a.m. – 11:00 a.m. <i>Jasmine</i>	<p>Relevancy Delivers Results <i>Presented by: Shelley Sweeney, Xerox Corporation</i></p> <p>When it comes to showcasing the power of relevant and personalized direct marketing, we know the best proof point is a successful campaign. Learn how your peers are implementing revenue-producing, personalized direct marketing campaigns that deliver double digit response rates and business-generating outcomes. Discover how leading organizations such as the New York Mets, Miami University and others deliver amazing results working with their production partners. Relevancy works and delivers results!</p>
11:00 a.m. - 11:30 a.m. <i>Riverfront South - Lobby Level</i>	Break: Meet the Sponsors
11:30 a.m. - 12:30 p.m.	Breakout Sessions
Design Track <i>Hibiscus A</i>	<p>Building Flexible uStore Products <i>Presented by: Melissa Balmer, XMPie, A Xerox Company</i></p> <p>This session will demonstrate how to join the best features of design and plan building to create dynamic and adaptive Web-to-print products. Users will see examples of the best and most powerful features from InDesign, XLIM, uPlan and uStore to show how minimal customer input can create highly detailed and diverse output. Topics covered will include the use of copy fitting with hyphenation and break control, how to control editable areas, uPlan best practices, Qlingo tricks, and hidden uStore Dials.</p>
Programming Track <i>Hibiscus B</i>	<p>Success with uStore Integration for Franchise Printing <i>Presented by: Dan Ries, Managing Director, Green Lips Media, and Patrick Wilde, Vice President, Sales and Marketing, PB Systems</i></p> <p>This presentation will highlight the success seen with XMPie's franchise printing customers. Green Lips Media has developed a custom uStore solution offering with the assistance of Fuji Xerox Australia and PB Systems. Over the short development period, Green Lips has become one of the largest uStore users in Asia Pacific and possibly the world, based upon the following general KPI's:</p> <ul style="list-style-type: none"> • Hundreds of jobs per day submitted per day • Dozens of unique customer-facing uStore store fronts, each skinned and branded for the corporate customers they are servicing • Thousands of registered users across multiple industry sectors. The unique customization allows for recipient list management and functionality that greatly

	<p>enhances the uStore ordering workflow for standard templated and static ordering items</p> <p><i>Audience Level: Intermediate</i></p>
<p>Marketing Track Gardenia</p>	<p>Secrets to Success: Selling VDP and Cross-Media <i>Presented by: Laureen Chudzinski, Vertis, Manny Gallegos, LithExcel, Christophe Grunicke, Traffic GmbH, and Patrick Wilde, PB Systems</i> <i>Moderated by Larry Zusman, XMPie, A Xerox Company</i></p> <p>This panel session will focus on the most successful strategies for selling VDP and cross-media. Topics include: Best practices for sales presentations, identifying buying signals, handling objections, and closing the deal.</p>
<p>12:30 pm - 1:30 pm Riverfront South - Lobby Level</p>	<p>Lunch: Meet the Sponsors</p>
<p>1:30 p.m. – 2:30 p.m.</p>	<p>Breakout Sessions</p>
<p>Design Track Hibiscus A</p>	<p>Creating uStore Skins - The Basics <i>Presented by: Melissa Balmer, XMPie, A Xerox Company</i></p> <p>In this session, designers will get an overview of the basic skinning capabilities built into uStore, enabling professional layouts with enhanced functionality to be built without advanced programming. Designers will come away with the technical knowledge to build basic to intermediate skins and the inspiration to go a step further by adding content that transforms a store into the client's identity and brand. Topics covered will include how to leverage CSS, where to put custom HTML, how to add more functionality, and how to use Master pages.</p> <p>Prerequisites: To get the most out of this session, attendees should have a basic understanding of HTML and CSS.</p>
<p>Programming Track Hibiscus B</p>	<p>Creating More Complex Reports with PE Analytics <i>Presented by: Yaron Tomer, XMPie, A Xerox Company</i></p> <p>Users who want to go beyond the built-in report queries and design options that are included with the uProduce Marketing Console will find this session extremely beneficial. During this session, we will walk through how you can develop custom queries, add new chart designs, create custom report layouts, and build custom branding, while still leveraging the Marketing Console dashboard for ease of access and viewing. These never-before-published techniques will help you analyze campaign results and provide invaluable insights for you and your customers.</p> <p>Prerequisites: To get the most out of this session, users should have a basic knowledge of SQL.</p>
<p>Marketing Track Gardenia</p>	<p>Attracting B2B Contacts: How to Turn Customers into Brand Ambassadors <i>Presented by: Christian Kopocz, Owner, prindoz</i></p> <p>During this session, two real world examples will be reviewed from prindoz's full cross media campaign for the printing industry. The first includes details from a campaign for Xerox Germany, featuring a Mission Impossible-type campaign to attract customers for specialty imaging effects by Xerox. prindoz included a mailer with a voice chip with a spoken personalized message, e-mail, a flash web site, personalized packages, and more, resulting in an incredible amount of new contacts and new customers from all over Germany. We received a 30% response rate and a 60% conversion rate from website visitors to order a special package with further material.</p> <p>The second example features a full exhibition campaign. After the first round in 2010, prindoz handled this task again very successfully in 2011, attracting people from the B2B segment to attend an event, share their interests in advance, help our clients register and manage visitors, create passes, and use QR codes for personalized communication and data handling. All channels were used, including print, web, mail, QR codes, video, SMS, and social media, such as Twitter and Facebook. <i>Audience Level: Intermediate/Advanced</i></p>
<p>2:30 pm - 3:30 pm</p>	<p>Breakout Sessions</p>
<p>Design Track Hibiscus A</p>	<p>Building RURLs with Web Templates And Plug-Ins <i>Presented by: Dom Rotundo, XMPie, A Xerox Company</i></p> <p>This session will introduce designers to the XMPie tool used to create dynamic, data-driven Web pages using uCreate XM. Designers will learn how to take prebuilt HTML templates, available either from client creative or from many online resources, and use uCreate XM to</p>

	<p>convert those static Web documents into dynamic templates for Response URL (RURL) campaigns. We will also show how to add rich Web content via plug-ins such as jQuery, a JavaScript library that simplifies the creation of many useful interactions with Web documents.</p> <p>Prerequisites: This session will cover code required to build template Web pages, therefore, a working knowledge of HTML and CSS is recommended.</p>
<p>Programming Track <i>Hibiscus B</i></p>	<p>How to Track Social Media in Cross-Media Campaigns <i>Presented by: Eyal Arie, XMPie, A Xerox Company</i></p>
<p>Marketing Track <i>Gardenia</i></p>	<p>Talk to ME! Get Personal, Get Relevant... Get More Customers! <i>Presented by: Mark Morin, President, Strategies Marketing Direct</i></p> <p>Consumers are faced with an ever growing number of choices in their day-to-day lives. Even in the simplest and most mundane categories, there are dozens, if not hundreds of products to choose from. At the same time, there is an explosion of information available to consumers--so much information that it becomes a meaningless blur. And at the point of sale, knowledgeable sales associates that can help consumers make informed choices are a dying breed. What can we do as marketers to help solve this challenge? By focusing on the needs of individual customers using personalization to guide them in their choices, we can create a powerful, relevant message that highlights the right choice - for you - and increase the customer's understanding of why, as well as educate them on how to use the product effectively. This customization of content is what we call B2Me: the right product and information... for me! This presentation focuses on how to create powerfully personalized marketing communication to overcome the challenges of today's marketplace and increase the impact and ROI of marketing activities. <i>Audience Level: Advanced</i></p>
<p>3:30 pm - 4:00 pm <i>Riverfront South - Lobby Level</i></p>	<p>Break: Meet the Sponsors</p>
<p>4:00 pm - 5:30 pm <i>Jasmine</i></p>	<p style="text-align: center;">New XMPie Products <i>Presented by: Hanan Weisman, Eyal Arie and Yaron Tomer, XMPie, A Xerox Company</i></p>
<p>7:00 p.m.</p>	<p>Meet the Board/Informal Networking to Continue in the Hotel Bar</p>

Wednesday, October 26, 2011

Time and Location	Session
<p>7:30 a.m. - 8:30 a.m. <i>Riverfront South - Lobby Level</i></p>	<p>Breakfast</p>
<p>8:30 a.m. - 9:30 a.m. <i>Jasmine</i></p>	<p>XMPie Users Group Business Meeting</p>
<p>9:30 a.m. - 10:30 a.m.</p>	<p>Breakout Sessions</p>
<p>Design Track <i>Hibiscus A</i></p>	<p>Designing for Email <i>Presented by: Dom Rotundo, XMPie, A Xerox Company</i></p> <p>This session will cover best practices and other considerations designers will encounter when designing email with maximum impact and maximum deliverability in mind. We will walk through an example of how to create a dynamic email layout in Dreamweaver using XMPie uCreate XM.</p> <p>Prerequisites: This session will cover code required to build template Web pages, therefore, a working knowledge of HTML and CSS is recommended.</p>
<p>Programming Track <i>Hibiscus B</i></p>	<p>uProduce Server Automation Overview <i>Presented by: Chris Young, XMPie, A Xerox Company</i></p> <p>This session will cover the concepts and interfaces that are necessary to build onto the uProduce server, which will allow programmers to utilize it as a print automation platform. Discussion topics will include scheduled jobs as well as event-triggered campaigns. Code samples will be used, but this is an introductory level session.</p>
<p>Marketing Track <i>Gardenia</i></p>	<p>How to Partner with an Advertising Agency to Deliver Cross Media Solutions <i>Presented by: Waleed Ashoo, CEO, Lithexcel</i></p>

	This presentation will review the steps needed develop an equal partnership of trust with an advertising agency. Waleed will discuss how to cultivate the relationship, to ensure you are a part of the team and how to be involved with the client from the very beginning and throughout the process. <i>Audience Level: Intermediate</i>
10:30 a.m. - 11:00 a.m. <i>Riverfront South - Lobby Level</i>	Break: Meet the Sponsors
11:00 a.m. - 12:00 p.m.	Breakout Sessions
Design Track <i>Hibiscus A</i>	<p>Designing for Mobile <i>Presented by: Dom Rotundo, XMPie, A Xerox Company</i></p> <p>This session will cover best practices and other considerations designers will encounter when designing for a mobile platform. We will walk through an example of how to utilize a mobile layout in Dreamweaver using uCreate XM to create a dynamic Web page.</p> <p>Prerequisites: This session will cover code required to build template Web pages, therefore, a working knowledge of HTML and CSS is recommended.</p>
Programming Track <i>Hibiscus B</i>	<p>Production Management Using uProduce Server and XLIM <i>Presented by: Jamie Tabone, Pre-Press Manager, and Joe Caldwell, IT Systems Development Manager, Compu-Mail</i></p> <p>Compu-Mail has been using XMPie for many years to meet our color digital variable production needs. As our customers' needs have grown over the years, we needed to make a change to better manage our digital print production environment. We upgraded to the uProduce server environment in January 2010 to further enhance our production capabilities, increase the level of service to our client base and transitioned all variable data digital print production to XMPie. The XLIM feature of XMPie has been utilized for our high volume workflow.</p> <p>Key take-aways for this presentation include:</p> <ul style="list-style-type: none"> • Migrating from uCreate Desktop Environment to uProduce Server Environment • How to set up Color Print Production files for IGEN4 presses (bleeds, crops, Graphic ADOR, handling assets) • Evaluating Your Layout for XLIM production • Demonstrating speed of XLIM vs. Adobe INDD print engine; and flat files vs db files (SQL) • XLIM – known limitations (dynamic tables, superscript, variable text file ADORS) – How we use InDesign for these layout features <p><i>Audience Level: Intermediate</i></p>
Marketing Track <i>Gardenia</i>	<p>Greetings from Jail: High Impact with "The Social Network" <i>Presented by: Christian Kopocz, Owner, prindo</i></p> <p>prindo conducted a full cross media campaign for a law firm, beginning with Facebook to reach B2C and postcards with QR codes driving to a website and to order a handout titled, "How to React When Getting Arrested". In 2011, prindo used Facebook to send "Greetings from Jail" - users could send virtual or printed greetings from jail via Facebook. By grabbing attention with provocative speech and content and utilizing sarcasm, prindo spread the message: It is funny to send notes from jail, but not funny to be in jail - get the right lawyer on time. In addition, QR codes, print pieces, email, and web communication were used together for successful results. <i>Audience Level: Intermediate/Advanced</i></p>
12:00 p.m. - 1:00 p.m. <i>Riverfront South - Lobby Level</i>	Lunch: Meet the Sponsors
1:00 p.m. - 2:00 p.m.	Breakout Sessions
Design Track <i>Hibiscus A</i>	Ask the Design Experts <i>Presented by: Design Track Speakers</i>
Programming Track <i>Hibiscus B</i>	Ask the Programming Experts <i>Presented by: Programming Track Speakers</i>
Marketing Track <i>Gardenia</i>	Ask the Marketing Experts <i>Presented by: Marketing Track Speakers</i>
2:00 p.m. - 3:00 p.m. <i>Jasmine</i>	Conference Wrap-Up and Feedback Session