

FUEL EMOTION WITH PRINT

Thanks to the power of digital printing, everything you can do online you can now do in print – like engage customers in real time with vibrant communication that creates personalized output with superb quality at industrial speeds.

Join us at the **Canon Future Promotion Forum** to discover how to unlock the value and opportunities in digital printing to engage and inspire customers with stunning promotional applications.

This is a focus event where brands, agencies and commercial printers can explore in great detail how to develop successful omni-channel communication strategies, blending the power of digital printing with big data analytics to create highly targeted communication.

Look forward to a real-world focus: you can explore latest trends in customer communication, and how to leverage big data for smart CRM. Apart from seeing the latest digital solutions in action, you'll gain practical steers on using data-driven, highly individualised prints to grow conversion rates. You'll also hear how other brands and retailers are achieving success with innovative print applications – and learn how to connect the dots between vision and opportunities and the practicalities of making them work.

Be inspired – be informed – be there!

SPEAKERS

NICK MORRIS

Canvas8 London,
Founding Partner



INTELLIGENT CONSUMERS

Consumers have changed dramatically in behaviours, expectations and aspirations. Discover what this means for the future of promotional communication and the activities of brands and agencies in servicing them.

ULBE JELLUMA

Managing Director/
Print evangelist at
Print Power Europe



USE AND APPRECIATION OF PRINT IN THE MARKETING MIX

Passionate about understanding the effectiveness of advertising, Ulbe will deliver insights from pan-European studies and campaigns to demonstrate the use and appreciation of print in the marketing mix.

PHILIPPE BAECKE

Associate Professor of
Marketing, Vlerick
Business School



KNOW AND REACH YOUR CUSTOMER

Data and analytics have become increasingly important to improve the efficiency of the communication channel. Based on several examples, this presentation will provide a roadmap to grow your organisation's analytical maturity.

SUSAN FULCZYNSKI

Process & Project
Manager Bonprix –
Member of Otto Group



“WHATEVER YOU PERSONALIZE ONLINE YOU CAN ALSO PERSONALIZE IN PRINT”

Personalised print as a key element of a holistic one-to-one marketing strategy.

GERHARD MAERTTERER

Trusted advisor for one-to-one communication



THE ONE FOR ONE-TO-ONE

More and more advertisers are turning to data-driven, highly personalised print communication in addition to their online marketing activities. Learn how the smart combination of search, social and print generates conversion rates up to 10% and more.

TOBIAS KIELTSCH

COO Adnymics



THE PERFECT LOVE STORY: ONLINE DATA MEETS PRINT

How online retailers push revenues by using smart parcel inserts and why they should rely on smart, personalized inserts for customer communication.

MODERATOR

RICHARD ASKAM



ACCOMPLISHED
SPEAKER &
SUCCESSFUL
ENTREPRENEUR

AGENDA

10:00 Welcome

10:15 **Nick Morris** Keynote promotional communication

10:45 **Ulbe Jelluma** Use and appreciation of print in the marketing mix

11:05 Coffee

11:30 **Prof. Dr. Philippe Baecke** Know and reach your customer with smart data

12:00 **Susan Fulczynski** Personalised print as a key element for marketing

12:30 **CEC Live Products and Solutions**

14:00 **Gerhard Maertterer** The new role of print

14:20 **Tobias Kieltsch** The perfect love story: Online data meets print

14:40 Panel discussion

15:15 Wrap up & Summary

15:45 End of Day

#FUTURE PROMOTION FORUM

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