

2017 RICOH INTERACT User Community Event

Production Inkjet Business Development Agenda

MONDAY, JUNE 19

1:00pm – 2:00pm	REGISTRATION – The Westin Hotel, Westminster, CO
2:00pm	Buses depart from the Westin to Ricoh Boulder Site
3:00pm – 5:00pm	Ricoh Boulder – Customer Experience Center – Open House This is a full exposure to the product sets, the papers, the subject matter experts, and the Boulder facility in a trade show type environment. Spend time with product matter experts and RICOH product portfolio in a social environment designed to initiate collaboration and sharing.
	Hardware Portfolio walk through looking at recent releases and some sampling of current applications.
	Production Print software solution pedestals – demonstration and Q&A time with product experts.
5:00pm	Buses depart Ricoh Boulder to Westin
6:30pm – 7:00pm	Welcome Reception
7:00pm	Welcome remarks from Jeff Paterra, Executive Vice President, Commercial and Industrial Printing, Ricoh Americas
7:15pm – 8:00pm	Group Dinner
8:00pm	Guest Speaker: Brent Niemuth, Thinking Creatively

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TUESDAY, JUNE 20



PRODUCTION INKJET BUSINESS DEVELOPMENT

7:00am – 7:45am	NETWORKING BREAKFAST
7:50am – 8:00am	WELCOME: Mike Herold, Director, Global Marketing, Inkjet Solutions, Ricoh USA
8:00am	GUEST SPEAKER: Pat McGrew, Director & Evangelist, InfoTrends Production Workflow Service / Key Point Intelligence
9:00am	HIGHLIGHTS OF GOALS Roger Serrette, Global Marketing Manager, Continuous Feed Inkjet, Ricoh USA Introductory session for Business Development to cover goals, attendee aspirations and achievement milestones for the roundtable sessions.
9:30am	INKJET AND THE CHANGING MARKET Mike Herold, Director, Global Marketing, Inkjet Solutions, Ricoh USA 10 years after CFIJ was introduced: What applications are migrating to the platform and how is the market still changing? Includes an overview of the new Ricoh VC40000.
10:30am	-BREAK-
10:45am	PAPER AND THE CHANGING MARKET Phil Riebel, President, Two Sides How has the paper ecosystem changed? What are the environmental and economic impacts of mills and overall sustainability of paper? How has this led to the new inkjet papers in the market?
12:00pm	GROUP LUNCH
1:00pm	CASE STUDY: AN AGENT OF CHANGE Christian Haneke, Head of Technical Transformation, Haberbeck Intuitive process of changing your business to include inkjet in the formula.
1:30pm	SITUATIONAL ANALYSIS Pat McGrew, Director & Evangelist, InfoTrends Production Workflow Service / KeyPoint Intelligence Create a method or process to kick start your agent of change.
2:00pm	TRANSFORMATION THROUGH CHANGING THE CONVERSATION Lynne Kingsley, Director of Marketing, Ironmark Walk through the change-the-conversation case study on a business transformation from printer provider to marketing agency.
3:00pm	-BREAK-
3:15pm	SELF ACCESS YOUR SITUATION Open Self access your business against the situational analysis method developed in the previous session.
6:00pm	GROUP DINNER

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WEDNESDAY, JUNE 20



PRODUCTION INKJET BUSINESS DEVELOPMENT

7:00am – 7:45am	NETWORKING BREAKFAST
8:00am	GUEST SPEAKER: Tim Cooper, How to Fail: Implementing Your Next Change
9:00am	TRANSFORMATION THROUGH TECHNOLOGY Bob Dury, Director of Sales, Edwards Brothers Malloy Walk through the steps to take to intentionally change how your clients see your business with the investment of new technology.
10:00am	FINALIZE YOUR SWOT OPEN With the method and process in place, take a good look at your positioning with inkjet in the market.
10:45am	-BREAK-
11:00am	TRANSFORMING THROUGH TEAM Kendra Prospero, CEO & Founder, Turning the Corner Sellers are a critical part of your business. Take a look at the skills that they should have or be developing to be successful in the changing market of Buyer 2.0.
12:00pm	GROUP LUNCH
12:45pm	WRAP UP