

## Cross Media Seminar – Thursday 30th November

### EFI Office, Kettering

Time	Content	Presenters
10:00 – 10:30	<b>Attendee Registration / Refreshments</b>	
10:30 – 10:45	Welcome! An introduction to EFI and Transeo Media	David Sparling (EFI), Neil Bather (Transeo Media)
10:45 – 11:45	Cross Media – An Introduction, Part 1  Why offer Cross Media Services to your customers? How to sell it, pricing and strategies...	Alex Granat (Transeo Media)
11:45 – 12:00	<b>Refreshment Break</b>	
12:00 – 13:00	Cross Media – An Introduction, Part 2  'My Cross Media Journey' First-hand experience from business owner(s) offering Cross Media Services	As Above  Moderated Interview by Neil Bather (Transeo Media)
13:00 – 13:45	<b>Lunch</b>	
13:45 – 14:30	How to build a Cross Media campaign 'Live demonstration'	Jaap Groenenberg (EFI)
14:30 – 15:30	GDPR (General Data Protection Regulations) What you should know and how it will affect your business	Franziska Mueller (EFI)
15:30 – 15:45	<b>Refreshment Break</b>	
15:45 – 16:15	Attendee Q&A / Event Wrap Up	All
16:15	<b>Event Close</b>	

Sessions and timings are shown for guideline purposes and may be subject to change.  
Thank you!