# **BPIF and Canon event – 22 November 2017**

**Agenda**

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| Timing | Description |
| 10:00am | Arrival and registration - morning tea, coffee and pastries |
| 10:30am | **Welcome and Introductions**  *Charles Jarrold, BPIF CEO, to welcome everyone and explain what to expect from the day.*  *A welcome from Canon and a brief introduction to the showroom and cover the logistics of the event.* |
| 10:45am | Moderated panel discussion  **Cutting through uncertainty in 2018 and beyond: Future-proof your business strategy**  *Panellists*   * *Moderator TBC* * *Canon Rep TBC1* * *Canon Customer TBC* * *Tony Kenton, Director, Brilliant Media* * *Charles Jarrold, BPIF*   With dropping confidence regarding the future of UK economy\*, planning and developing a robust strategy for 2018 should be at the top of the agenda for every print business owner.  From falling pound, continually decreasing competitor pricing below cost to the new General Data Protection Regulations coming into force in 2018, there are many external market forces - outside of your control - that will influence your business. So what can *you do* to mitigate the risks and make sure your company continues to thrive during the times of uncertainty?  Finding answers on your own can be challenging, so join BPIF and Canon for a day of thought-provoking discussion and expert advice that will set you ready for 2018 and beyond.  We will discuss:   * What’s next for the printing industry? * Biggest shakedowns to expect and how to avoid them in 2018 * How to focus on business factors that you can control and change to set your business for success * What’s your next growth option: from diversifying revenue streams to business merger and acquisition strategy   \*BPIF Printing Outlook, Quarterly Printing Industry Trends Survey, Q2 2017 |
| 12:00pm | Networking Lunch |
| 12:45pm | *Presentation*  **Improving business performance through strategic innovation**  **by *Sander Jansen,* Consultant Innovation and Business Development at ChangeVenture**  There are many ways to innovate and grow your business model successfully that include improving and understanding customer behaviour and customer satisfaction, identifying margin drivers, creating more efficiency in the primary process, using data as basis for product innovation or identifying other companies to acquire with products and services that can complement your existing portfolio. But focusing on and developing all stages at once, would be a challenging task to accomplish. So how can you identify key areas for strategic innovation and develop a plan that best fits your business model?  Sander has more than fifteen years of management experience with companies dictating the industry's innovation agenda. During his period as CEO of Scanlaser, this Dutch organization has been transformed from a traditional production company to an on-demand manufacturing company that manages a virtual warehouse for hundreds of customers in various markets.  Based on both experiences and scientific research, he has developed products that help companies becoming successful with innovation.   * The Business Innovation Diagnosis, for companies that want to optimize their organization for business development based on innovation. * The IT & Digital Transformation Diagnosis; for companies that want to optimize their IT Governance for digital transformation. * The Social Innovation Team Measurement; for companies that want to optimize team performance with social innovation.   During his session Sander will use the case study of Scanlaser to present how anyone can apply his Innovation Framework and he will share the insights of some elements of his innovation tools. |
| 13:30pm | *Break – coffee and tea* |
| 13:45pm | *Presentation*    **State of play of the print market and sales challenges**  **By *Mike Wilkinson*, Business Owner of Advanced TM**  In an ever-competitive marketplace, that there is a desire for every business owner to increase sales, gain more customers, and improve account management. But how do you know if you have the right sales people in place with the right skill set to grow your business? And how can you continually provide support to develop their skills?  This practical session will give practical advice on how to manage your sales people, strengthen their skills and to create high performing teams with sustainable results.  The session will help you find out how to:   * Increase sales, profit and shareholder value * Upskill sales teams * Increase selling time and sales productivity * Sharper competitive edge |
| 14:30pm | ***Tour at the showroom***  Explore how your business can grow with Canon’s wide range of technologies that support multiple wide-format and cut-sheet applications.  Take a tour around the showroom and see the breadth of Canon offerings, including:   * Océ Colorado 1640 * Arizona 1280GT UV flatbed * ImagePress C10000VP * ImagePress C850 * Océ VarioPrint 6000 TITAN * 3D Printer * Online and offline finishing products |
| 15:15pm | Closing remarks and coffee - event ends |