



ASK THE EXPERT

Breakfast Briefings with Independent Consultants

October 2018

Canon

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HOW TO STAY AHEAD? ASK THE EXPERT

Canon is hosting a series of breakfast briefings with independent business consultants and print industry partners to tackle some of the most pressing challenges that Print Service Providers are facing today. Choose the subject that matters to you the most and join one of the briefings to make sure you stay ahead of the curve.

Analysing Print Industry Performance and Trends

with **Kyle Jardine, Research Manager at BPIF**

11th October | The BPIF North Eastern Office, Brighouse, West Yorkshire

18th October | DoubleTree by Hilton Hotel, Bristol

25th October | The View Showroom, London

Strategic, Planned and Consistent Marketing

with **Jacky Hobson, MD at Up Marketing**

2nd October | The View Showroom, London

23rd October | The Centre Showroom, Birmingham

Improving the Print Room Business

Performance with **Jo Lloyd, Business Coach**

10th October | The View Showroom, London

25th October | The Centre Showroom, Birmingham

Agenda:

10:00am – Arrival, coffee/tea and breakfast nibbles

10:30am – Presentation and Q&A session with the expert

11:30am – A tour around the showroom and/or coffee/tea break

12:00am – Event ends

Register today:

unleashprint@cuk.canon.co.uk

ABOUT THE BRIEFING SESSIONS



Analysing Print Industry Performance and Trends By **Kyle Jardine, Research Manager at BPIF**

What are the key challenges that Print Service Providers are facing across the UK and what lessons can they learn from each other? Kyle Jardine will take you through the print industry trends and performance report. This interactive session will offer you an opportunity to understand the top business concerns as well as explore what some Print Service Providers are doing to secure their business success for the future.



Strategic, planned and consistent marketing: delivering long-term results for your business By **Jacky Hobson, MD at Up Marketing**

Most Print Service Providers recognise that they need to promote their business if they want to be successful. Not just to generate new leads and business opportunities, but to cement meaningful relationships with their existing customers. But how?

A marketing strategy that supports your business plan, and which includes clearly-defined goals is the starting point. The key to ultimate success though is consistent multi-channel campaigns which include compelling messages and irresistible calls-to-action. Join Jacky Hobson to learn how to ensure that your marketing investment will deliver long-term business results.



Improving the Print Room Business Performance By **Jo Lloyd, Business Coach**

Get introduced to a suite of tools designed to improve performance of a print facility. Aimed at the print room managers, there are four key subjects that will be covered:

- **Benchmarking:** understand why performance measurement is so important and how it can positively impact the effective running of your print facility
- **Customer surveys:** find out how the print facility is perceived in the wider organisation
- **Service level agreements (SLAs):** understand what they are and why they are needed
- **Business planning:** discover why a business plan is so essential to the success of an in-house print facility

Jo Lloyd will take you through the tools, covering the 'why', the 'how' and the 'what next' on each subject.

VENUE INFORMATION

The View Showroom, London

Address: Canon UK, 6 St Andrew Street,
London, EC4A 3AE

The Centre Showroom, Birmingham

Address: Canon UK, 3180 Park Square,
Solihull Parkway, Birmingham
Business Park, Birmingham, B37 7YN

The BPIF North Eastern Office, West Yorkshire

Address: BPIF, Second Floor Parkview
House, Woodvale Road, Brighouse,
West Yorkshire, HD6 4AB

DoubleTree By Hilton Hotel, Bristol

Address: Redcliffe Way,
Bristol, BS1 6NJ

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