

2011



PREMEDIA
SPECTRUM 2.1

JANUARY 18 - 21, 2011
THE NAPLES BEACH HOTEL
NAPLES, FLORIDA

PREMEDIA SPECTRUM 2.1

AGENDA

TUESDAY, JANUARY 18:

CONFERENCE REGISTRATION OPEN · 2:00 PM – 5:00 PM

Pamela Schenk, Director of Planning & Administration, Gravure Association of America, Inc.
Georgia Volakis, Director of Events & Membership, IDEAlliance + IPA

WEDNESDAY, JANUARY 19:

TRACK 1 · LEARNING LAB SESSIONS · 8:30 AM – 10:30 AM

1 – ADOBE 1 - Have you upgraded to Adobe's Creative Suite 5? In this fast-paced session you'll learn what's new and how you can benefit from Adobe's latest content creation and delivery tools. See new tips and tricks, features you may not be aware of, and learn how you can adapt them to your workflows for improved quality and efficiency. This learning lab is a foundation for the Adobe 2 learning lab in Track 2.

2 – LEADERSHIP LAB with Tom Carroll - Leadership begins with you. This session will explore messages we send ourselves when we are challenged. Through the use of yoga, breathing, and meditation, participants will begin an awareness process that will provide insight into their leadership behaviors and thinking. Participants should come wearing loose-fitting clothes, bring a beach towel, and be comfortable in bare feet. No previous experience with yoga, meditation, exercise, or Gumby flexibility will be required. Leave your notebooks and pens behind.

3 – XML, One Year Later with Dianne Kennedy – Our 2010 conference offered an introduction to XML. Now, one year later, hear how publishing is continuing to change and how you can best take advantage of emerging opportunities using XML. Discover how you can enhance workflows and distribution models to support multi-channel content, and how to develop successful business cases for your management teams. Hear from industry experts who are successfully utilizing XML to move their companies forward in this continually changing climate.

TRACK 2 · LEARNING LAB SESSIONS · 10:45 AM – 12:15 PM

4 – ADOBE 2 – Following the Adobe 1 Learning Lab in Track 1, this fast-paced lab will focus on case studies and specific examples where new features from Adobe are being utilized to create enhanced workflows and cross platform capabilities. Hear from experts who are successfully leveraging the latest technology and learn about their resulting benefits.

5 – G7 with Don Hutcheson– Our 2010 conference offered an overview of G7. One year later, hear the latest with G7 along with specific case studies demonstrating success. In this informative, educational lab, gain understanding of how you can help your company leverage the benefits of G7.

6 – CREATING an eREADER EDITION – Over the past year, numerous companies have extended their brands to digital devices. In this learning lab, gain insight on how to create files for tablet devices along with emerging standards and best practices. Hear what's working well, and where there are challenges. Learn what is required to build sustainable workflows and manage organizational changes. **Kathy Sandler**, Technology Consultant, Sandler Techworks

WELCOME ADDRESS · 1:30 PM – 2:00 PM

Bill Martin, President & CEO, Gravure Association of America, Inc.
David J. Steinhardt, President & CEO, IDEAlliance + IPA
Penny Sullivan, VP Editorial Operations and Technology, Meredith Corporation

KEYNOTE: CHANGE LEADERSHIP – A CATALYST FOR INNOVATION · 2:00 PM – 5:00 PM

During times of change, people look towards leadership for assurance, guidance and next steps. Leadership behaviors drive people forward, freeze people in place, or push people backwards. Change and innovation tend to go together, if leadership can create a future orientation while admitting the future is unknown. This keynote session will focus on effective leadership behaviors as change unfolds. Through the use of simulation, lecture, and other experiential learning methods participants will understand ways in which to use change as a catalyst for innovations.

Tom Carroll, EVP, Chief Human Resources Officer, RR Donnelley

THURSDAY, JANUARY 20:

KEYNOTE: DATA-DRIVEN SOLUTIONS IN A MULTICHANNEL WORLD · 8:30 AM – 9:30 AM

As consumers, we all want to use our favorite media to receive relevant content from our favorite brands. As marketers, we have discussed the benefits of integrating e-mail, mobile, Internet, social media and print to deliver our messages, but we struggle with execution. This presentation offers insight into best practices and case studies of cross-media marketing that you can use to enhance existing programs or to get the ball rolling within your organization. We will discuss the integration of traditional and new marketing technologies and how to effectively reach customers on multiple platforms (mobile, Internet, social media, e-mail, and print) with relevant data-driven communications. Our goal is to show how data-driven, cross-media marketing strategies can help catalogers, retailers, fundraisers, credit card marketers, publishers, associations, "pure play" e-commerce companies and others deliver relevant communications to acquire and retain customers.

Ronald Myers, Director, Cross Media Marketing Group, Quad Graphics

PANEL: CHANGES AND INNOVATION WITH PRINT · 9:30 AM – 10:45 AM

How are printers adapting to the rapid pace of change? Hear how new technology is being utilized by printers to enhance workflows, improve processes and ensure greater quality control in the production process. In addition, hear how printers are incorporating new service offerings in their workflows to accommodate today's customer requirements of creating and delivering content quickly and easily across multiple platforms. How have printers transformed in recent years, and what is their outlook in this continually changing climate?

Moderated by: **Matt Huber**, Sr. Enterprise Premedia Specialist, JCPenney Media, L.P.

Panelists: **Greg Wuenstel**, Product Manager, Commercial Product Management, Quad Tech

Mike Austin, Director of Sales – Retail, Southern Graphic Systems, Inc.

John P. Sweeney, Vice President, Marketing and Industry Relations, FineEye Color Solutions

Ken Pecca, Director Premedia Imaging Production, Hearst Magazines

Jim Raffel, CEO & Co-Founder, Color Metrix

CONCURRENT BREAKOUT SESSIONS: CHANGES AND INNOVATION WITH PRINT: Round Table Discussion · 11:30 AM – 12:15 PM

Session 1: Building the Ultimate Premedia Workflow for Retail Brand Owners

This fast-paced session will guide you through yesterday, today and tomorrow – to investigate how our present workflow differs, implementations that led to success, and strategies to ride the next wave. We will ask some difficult questions regarding how we deal with the ever-changing premedia landscape and show how to navigate and manage change in the workplace: technology advances, redefining traditional roles and creating workflow efficiencies.

Bonnie Newman, Color/Print Quality Supervisor, Boston Apparel Group

Matt Huber, Sr. Enterprise Premedia Specialist, JCP Media, L.P.

Session 2: Monitors and Lighting Lab

Gain insights from a panel of innovative leaders who will share their perspective on the state of today's premedia monitor and lighting environment's. In this session you will learn how to achieve a more predictable workflow through the use of monitor technologies and new lightbooth standards. You will be encouraged to ask the difficult questions of our panelists as it relates to your own experiences.

Moderated by: **Derrick Brown**, President, Integrated Color Corporation

Tom Gadbois, Color Graphics Specialist, Eizo Nanao Technologies Inc.

Eric Dalton, Vice President, JUST Normlicht Inc.

Robert McCurdy, Vice President Sales & Marketing, GTI Graphic Technology, Inc.

LUNCHEON: Mike Belknap, Art Director, Better Homes and Gardens · 12:15 PM – 1:30 PM

PANEL: TECHNOLOGY'S IMPACT ON CONTENT CREATION · 1:45 PM – 3:15 PM

New technology is enabling content creation and delivery in new and exciting ways, providing deeper and richer experiences for the consumer. Hear how a panel of industry experts is leveraging technology, and implementing new workflows, allowing them to get closer to the consumer, and grow brand loyalty. What is the feedback from the consumer? How is new technology benefiting agencies, publishers, catalogers and retailers today, and what do they envision for the future?

Moderated by: **Joe Cha**, President, Hipzone, Inc.

Peter Meirs, Vice President of Production Technologies, Time Inc.

Éric M. Beaulieu, Vice-President Content Solutions, Transcontinental Interactive

Melanie Schnuriger, Product Manager at Elle.com, Hachette Filipacchi Media U.S.

Steve Hart, Digital Publishing Solutions Manager, Adobe

TOWN HALL · 3:45 PM – 5:00 PM

Join us for the Premedia Spectrum 2.1 Town Hall, an open and unscripted discussion and debate on the hottest issues and topics in the industry – with YOU setting the issues and topics! To get the ball rolling we'll provide everyone with a short survey prior to the Town Hall, to get a sounding on key industry issues, and a moderator will help frame and move the topics. So come prepared with the things that keep you up at night...and listen and become engaged in the Premedia Spectrum 2.1 Town Hall!

Moderated by: **Ann Marie Bushell**, Group Executive Vice President, Marketing, RR Donnelley

FRIDAY, JANUARY 21:

PANEL: THE NEW MEDIA STANDARD: Multichannel · 8:30 AM – 10:00 AM

Multichannel content is now one of the most widely heard phrases and most important initiatives in the media industry today. With companies creating more content than ever before the need for publishers, agencies, catalogers and retailers as well as for printers, premedia and technology suppliers to deliver content quickly and easily across multiple platforms continues to be a top priority. Hear how a panel of industry experts is addressing issues both upstream and downstream in the supply chain. Understand what standards are emerging, and where gaps exist for print, web, mobile and video channels

Moderated by: **Josh Courtney**, Chairman, Voda Brands

Molly Garris, Manager, Digital Strategy (mobile) at Arc Worldwide

Tom Collins, Premedia Sales Manager, Quad Graphics

Bob Coffelt, Quality Supervisor, RR Donnelley

Kurt Krukenberg, Associate, Oliver Wyman's Communications, Media, and Technology Practice

CONCURRENT BREAKOUT SESSIONS: · 10:15 AM – 12:00 PM

CONTENT CREATION – Moderated by: **Joe Cha**, President, Hipzone, Inc.

Hear case studies where companies have incorporated new technology and updated workflows to create and deliver content in new ways. What models are emerging? How are decisions being made around building or buying or outsourcing? What parts of an organization must be engaged as these changes are implemented? How are roles and responsibilities changing as result of new technology and workflows? Understand what best practices are emerging, and learn what's being done in the industry. Learn how you can become more involved in next steps.

NEW MEDIA STANDARDS – Moderated by: **Josh Courtney**, Chairman, Voda Brands

As new technology and workflows emerge, what existing standards are appropriate, where are there needs for new standards, and what's being done to address the needs? Engage in this break-out to become involved in these critical discussions and help determine next steps around standards for new media.

LUNCHEON: EXECUTIVE BUSINESS FORUM: Focusing on Innovation and Strategic Thinking · 12:15 PM – 1:30 PM

The Printing Industry is facing tough challenges by a rapidly changing landscape of technology and communication options. The focus on efficiency and cost reduction can sometimes dull our senses to out of the box thinking and creativity. Innovation Evangelist, Helmut J. Albrecht, will tackle these issues head-on by drawing from the playbooks of the most successful companies and profiling the recurring patterns of success that some companies apply to achieve unparalleled success. Our session will explore the 7 most powerful "Strategems" of successful companies and interview executives within our industry to reveal their unique strategic playbook.

Moderated by: **Helmut Albrecht**, Certified KaiSystems Consultant

David Motheral, CEO, Centripetal Media – A Best Buy case study

Dennis Warlick, VP Strategic Technologies, Deutsch – A Lowe & Partners Company

Event Sponsors:



THE RIGHT LIGHT
FOR THE REAL COLOR



Event Partner:



Responding Proactively to Technology Change and Market Demands

AGENDA-AT-A-GLANCE

	START	END	
TUESDAY January 18	2:00 PM	5:00 PM	CONFERENCE REGISTRATION OPEN
WEDNESDAY January 19	8:30 AM	10:30 AM	LEARNING LAB SESSIONS TRACK 1
	10:45 AM	12:15 PM	LEARNING LAB SESSIONS TRACK 2
	1:30 PM	2:00 PM	WELCOME ADDRESS
	2:00 PM	5:00 PM	KEYNOTE: CHANGE LEADERSHIP – A CATALYST FOR INNOVATION
	5:30 PM	7:00 PM	WELCOME RECEPTION ON THE OCEAN LAWN
THURSDAY January 20	7:00 AM	8:30 AM	CONTINENTAL BREAKFAST
	8:30 AM	9:30 AM	KEYNOTE: DATA DRIVEN SOLUTIONS IN A MULTICHANNEL WORLD
	9:30 AM	10:45 AM	PANEL: CHANGES AND INNOVATION WITH PRINT
	10:45 AM	11:30 AM	NETWORKING BREAK
	11:30 AM	12:15 PM	BREAKOUT SESSIONS: CHANGES AND INNOVATION WITH PRINT: Round Table Discussion
	12:15 PM	1:30 PM	LUNCHEON WITH SPEAKER
	1:45 PM	3:15 PM	TECHNOLOGY'S IMPACT ON CONTENT CREATION
	3:15 PM	3:45 PM	NETWORKING BREAK
	3:45 PM	5:00 PM	TOWN HALL FORUM
	5:00 PM	5:15 PM	DAILY RECAP ADDRESS
	5:30 PM	7:00 PM	NETWORKING RECEPTION IN RIVER OF GRASS BALLROOM
	FRIDAY January 21	7:00 AM	8:30 AM
8:30 AM		10:00 AM	PANEL: THE NEW MEDIA STANDARD: Multichannel
10:00 AM		10:15 AM	NETWORKING BREAK
10:15 AM		12:00 PM	BREAKOUT SESSIONS: CONTENT CREATION & NEW MEDIA STANDARDS
12:15 PM		1:30 PM	LUNCHEON: EXECUTIVE BUSINESS FORUM: Focusing on Innovation and Strategic Thinking
1:30 PM		–	CONFERENCE ADJOURNS

CHAIR

Penny Sullivan – Meredith Corporation
IMMEDIATE PAST CHAIR
 Matt Huber – JCPenney Media, L.P.

VICE CHAIRS

Darren Cotch – Target Corp.
 Josh Courtney – Voda Brands
 Dennis Davidson – QuadSystems

REGISTRATION

LAST NAME	FIRST NAME
TITLE	COMPANY
STREET	CITY
STATE	ZIP CODE
PHONE	EMAIL
THE ABOVE DATA WILL BE USED FOR YOUR NAME BADGE AND THE LIST OF PARTICIPANTS	
EMERGENCY CONTACT DAY	EMERGENCY CONTACT EVENING
PHONE	PHONE
<input type="checkbox"/> SPECIAL NEEDS – Please advise.	
<input type="checkbox"/> FOOD ALLERGIES OR DIETARY RESTRICTIONS: _____	

PAYMENT

SPOUSE/GUEST FEE

Spouses and guests are invited to attend the receptions on Wednesday and Thursday evening. The fee for spouses/guests is \$95/person.

<input type="checkbox"/> CHECK ENCLOSED FOR \$ _____ (payable to Gravure Association of America)	FIRST NAME
<input type="checkbox"/> CREDIT CARD <input type="checkbox"/> VISA <input type="checkbox"/> MASTERCARD <input type="checkbox"/> AMERICAN EXPRESS	LAST NAME
CREDIT CARD NO	EXP. DATE
SIGNATURE	AMOUNT

	GAA and IDEAlliance Member	Non-Member	GAA and IDEAlliance Member	Non-Member
	End Users*		Printers & Suppliers	Printers & Suppliers
Regular	\$495	\$895	\$695	\$895
GAA and IDEAlliance Partner		\$595	Specify: _____	

Learning Labs

Get an early start to building your skills by attending one of our Learning Labs. Seats are limited for the first 25 paid attendees. Please indicate the 2 Learning Labs you plan on attending (one from each track):

- | | |
|--|--|
| Track 1: <ul style="list-style-type: none"> ● Adobe 1 – Basics ● Leadership Lab ● XML, One Year Later... | Track 2: <ul style="list-style-type: none"> ● Adobe 2 – Deeper Dive with Case Studies ● G7 with Case Studies ● Creating an eReader Edition |
|--|--|

*GAA, IDEAlliance Members: End users includes publishers, catalogers, retailers and ad agencies.

The registration fee includes attendance at all sessions, invitations to the welcome reception on the Ocean Lawn, all breakfasts, lunches, refreshments during the networking breaks and the Partners expo.

LOCATION AND LODGING INFORMATION

Please make your reservations directly with the hotel and be sure to mention that you are attending the Premedia Spectrum 2.1 Conference to obtain the special room rate of \$175, single or double occupancy. Rates will be honored three days prior and three days after the event. To take advantage of this special room rate, you must make your reservation by January 3, 2011.

PLEASE NOTE: Room deposits are non-refundable if canceled within 8 days of the group's arrival date.

We appreciate your patronage of The Naples Beach Hotel and Golf Club, which makes it possible for GAA to secure the space needed for this event at a greatly reduced cost.

The Naples Beach Hotel and Golf Club
851 Gulf Shore Boulevard North
Naples, FL 34102
239.261.2222

Reservations: 800.237.7600
Cut off date: January 3, 2011
Rate: \$175 plus tax/single or double
www.naplesbeachhotel.com

There are several options available when booking your air travel. The hotel is 40 minutes from the Ft. Myers Regional Airport; Fort Lauderdale can be reached by car in 1–1/2 hours and offers a variety of choices for flight times.

*Special car rental pricing is available through Avis. Call 800.331.1600 and refer to code (AWD#) D130822

GAA-IDEAlliance EVENT CANCELLATION POLICY:

Event registration cancellations must be received by December 17, 2010 to qualify for a full refund, less 10% handling fee. No refunds will be given after that date. However, 90% of the registration fee can be applied to a future program, within the next twelve months, or a company substitute will be accepted. No-shows will be billed. GAA-IDEAlliance assume no responsibility for travel/transportation costs should it become necessary to cancel or reschedule the event.

– Casual attire is recommended. For security reasons, badges will not be issued on-site without proper identification and payment. –