

Come and see how to transform your business and realise your potential

Bedford
19th July

10:00	Arrival, registration and coffee
10:15	Welcome and introduction to Fujifilm
10:30	Imagine printing that? Witness the quality and productivity in action. See how Fujifilm's class-leading XMF workflow can automate production and transform your relationship with your clients.
11:30	Keynote session with Matthew Parker "How to use price anchoring to increase your prices" Many prospects (and many sales people) do not value the true worth of what you are selling. It is often assumed that solutions such as web to print should be given away for nothing in order to get print business. In this presentation you will learn about the concept of price anchoring. Price anchoring allows you to raise prices. You'll discover how to use it.
12:00	Customer Q&A Your chance to question Emmerson Press about their strategies for creating a successful business.
12:15	Imagine immediate photo printing Imagine having your own smartphone images printed straight to Jet Press - then see it in action. We will show how easy it is for someone to select a photograph on their smartphone and have it automatically printed on the Jet Press.
12:30	LUNCH

13:15	Customer Q&A Your chance to question Kingfisher Press about their strategies for creating a successful business.
13:30	IPIA - what is it and how can it help me? Marian Stefani from IPIA explains what the association is and will be on hand to answer any questions you have.
13:45	Automation for short-run printing: from website-to-Jet Press Short run work usually has the same touch points of production as longer run work. We will show how this can be eliminated with a web-2-print demonstration that shows how quick it can be for an order to be placed online - and then printed without intermediate touch points. During the afternoon session we will also introduce the getFIT system, which is an online tool that we can use to help customers understand the commercial benefits of Jet Press compared to offset printing.
15:00	Close

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Value from Innovation