

The **Lab 1:1**

Proof of concept

Unveiling the latest **Pilot Results** and **Solidarity Fund QFL** case study Launch



Join other senior executives

For a **unique and inspiring event** at **The Quebec Institute of Graphic Communications**

Wednesday, October 11, 2006

Dedicated to helping
customers
do great work



8:30 a.m.

Arrival & registration

9: 00 a.m.

Welcome & Introduction

Host: Nicolas Ayotte, Vice President Eastern Operations, Xerox Canada Ltd.

9:15 a.m.

« **Direct Marketing Solutions – Consumer Attitudes to Direct Mail** »

Speaker: François Ouellette, Senior Consultant, Direct Marketing, Canada Post

10:00 a.m.

« **Xerox 1:1 Lab Proof of Concept – Unveiling the latest Pilots Results: Tourism BC, Readers Digest, and Solidarity Fund QFL. Case Study launch for Solidarity Fund QFL** »

Speaker: Hélène Blanchette, National Marketing Manager, Graphic Communications Group, Xerox Canada Ltd.

Guests:

Michel Girardeau, manager of solutions & business development, Business Document Management and Printing division, CGI

Frédérique Chatain-Collinet, Marketing Consultant with the Shareholder Projects Branch, Solidarity Fund QFL

Sylvie Laferrière, Project Coordinator, Shareholder Projects, Solidarity Fund QFL

11:00 a.m.

Break

11:15 a.m.

« **Xerox Future Technology** »

Speaker: Dr. Peter Crean, senior fellow, Xerox Innovation Group

« **Medias interviews – Lab 1:1, Solidarity Fund QFL and CGI** » (Medias representatives only, Press Room)

12:00 p.m.

Wrap up

12:30 p.m.

Lunch – meet the partners: « Learning and How to »

1:1 Lab partners and Canada Post will host a discussion on how to produce effective One-to-One direct marketing campaigns.

XEROX®



Demonstrating

the Power of

Personalization



Wednesday, October 11, 2006

The Quebec Institute of Graphic Communications, Montreal, QC

8:30 a.m. – 2:30 p.m.

French speaking event

Are your Direct Marketing Programs yielding the results you desire?
Join us to learn about the Proof of Concept that the Xerox 1:1 Lab has delivered to the Canadian market.

The Xerox 1:1 Lab Program, launched in 2005, provides a learning environment for selected corporations to test and compare the results of data driven 1:1 direct mail marketing campaigns with traditional direct mail. Through the power of personalized colour marketing, the 1:1 Lab dramatically redesigns print communication for participating companies and their direct mail marketing campaigns. Heritage Education Funds Inc., Tourism BC, **Solidarity Fund QFL**, and Reader's Digest are just a few of the selected companies that have enjoyed the impact of the program and have learned to apply 1:1 marketing to their direct mail marketing campaigns.

The event will kick off with a "Welcome & Introduction" by Nicolas Ayotte, Vice President Eastern Operations, Xerox Canada Ltd.; François Ouellette, Senior Consultant, Direct Marketing, Canada Post will then host a presentation on "Consumer Attitudes to Direct Mail." Presentations will continue to follow with H  l  ne Blanchette, national marketing manager of Graphic Communications Group, Xerox Canada on the latest "1:1 Lab Pilots' Results." As an added bonus, guests will enjoy a sneak preview of future technology by Dr. Peter Crean, senior fellow, Xerox Innovation Group. During that time, Medias interviews with Solidarity Fund QFL, CGI and Xerox 1:1 Lab will take place in a reserved Press room. A « Learning and How to » lunch will be offered.

Seating is limited so don't miss this chance to learn more about the 1:1 Lab and register today.

To attend or find out more about the Xerox 1:1 Lab Proof of Concept event:

Contact **your Xerox Sales Rep** and/or

Email **louise.archambault@xerox.com** and/or

Leave a detailed voicemail at: **514-939-8211**

THE QUEBEC INSTITUTE OF GRAPHIC COMMUNICATIONS

The Institute is located at:
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Parking coupons for the day will be available at registration upon arrival.

