



# Central Chapter Meeting “Making 1-to-1 Work” Tuesday, May 31, 2005 Woodbine Race Track

**Xplor Canada Central Chapter** invites you to witness illustrations of how 1-to-1 marketing works in Canada. Discover how the technology, methodology and opportunity utilized to create relevant and personalized direct mail communication is now yielding impressive results for a financial services company in Canada.

“**Making 1-to-1 Work**” is an afternoon conference commencing with lunch and followed by a special networking social gathering, dinner and the fun of thoroughbred horse racing.

Studies reveal that personalizing a mailer and customizing it by adding specific text and images relevant to an individual can increase response rates by more than 500%.

Yet today, less than 20 per cent of the Canadian marketing community is using customized communications to its fullest capabilities, even though traditional direct response rates in Canada have declined in recent years and frequently produce low returns.

With this in mind The Trilogy Alliance Program was created in 2004. It is a marketing partnership between Xerox Canada, Terminal van Gogh (TvG), and Exstream Software that provides marketers and commercial printers information on how 1-to-1 print campaigns work and helps them develop the means to do it.

### Xplor On-Track Racing Agenda:

12:00 - 1:00	Lunch and Registration
1:00 - 1:30	President’s remarks, <b>Chris Rasmussen, EDP</b> , President Xplor Canada Central Chapter
1:30 - 2:00	The Future of Digital Colour Printing—Revisited, <b>Joe Lund</b> , GotaCopy Inc.
2:00 - 2:30	Keynote Address, The Trilogy Alliance Program, <b>Hélène Blanchette</b> , Xerox Canada
2:30 - 3:00	6 Member Panel Discussion, <b>Joe Lund</b> , Moderator
3:00 - 3:30	Business Break
3:30 - 4:30	6 Member Panel Discussion con’t, inc. Q & A
4:30 - 4:45	President’s Closing Remarks
4:45 - 5:00	Business Break
5:00 - 6:30	Special Networking Reception
6:30 - 7:30	Dinner
7:40	Post Time—Thoroughbred Racing at Woodbine



### KEY NOTE SPEAKER — “ Making 1-to-1 Work ” Hélène Blanchette, Xerox Canada

Hélène Blanchette is presently National Industry & Marketing Manager in Canada, for the Graphic Arts Division of Xerox Canada, as well as Vice-President of the AMR (Direct Marketing Association) in Montreal. At Xerox Hélène responsibilities range from marketing development strategies to international program management and extend to media relations and training.

Hélène has been active in the graphic arts and the marketing industries for nearly 18 years.

Now specialized in the marketing of digital printing solutions and One-to-One Marketing, Hélène Blanchette is also known for her expertise in the traditional offset environment. She was the owner of a printing business for over eight years and the author of a workshop called "Getting to know the graphic chain", which proved very successful. Last May she was honoured with an Honoris Causa Diploma from the Ahuntsic College for her remarkable involvement in the printing industry. She is currently pursuing an Executive MBA in parallel to her other responsibilities.

#### Introductory Speaker

**Joe Lund, GotaCopy Inc.**

“The Future of Digital Colour Printing — Revisited”

“Xploring” achievements in digital colour since Drupa '04

#### Panel Participants

**Ben Passmore, Terminal Van Gogh Ltd.**

**Bob Pente, Terminal Van Gogh Ltd.**

**Sue Krumenauer, Exstream Software**

**Jason R.B. Mcguire, Heritage Financial Group Ltd.**

**Mike Megaffin, On The Mark Graphics Inc.**