



## The Power of Personalized Marketing: Tourism BC says "Hello" to Xerox 1:1 Lab

You are invited to come and hear the exciting results of Tourism BC's test in the Xerox 1:1 lab program. Discover how the technology, methodology and opportunity to provide a customized travel guide ideally targeted to individual consumer interests have created such exciting results for Tourism British Columbia.

### Date

Tuesday, January 24, 2006

### Location

**Pan Pacific Vancouver**  
300-999 Canada Place  
Vancouver, BC

Tel: 604 662 8111  
Conference room: Crystal Pavilion C



### Agenda

- 1:00 pm Registration, Refreshments, hors-d'oeuvres and Networking
- 1:30 Welcoming Remarks and introduction of the panel guests
- 1:40 Results of the pilot program - Panel Discussion
- 2:30 Q & A with the audience
- 3:00 Wrap-up

### Panel

**Helene Blanchette** - Facilitator  
*National Graphic Communications Marketing Manager, Xerox Canada*

**Bob Pente**  
*Chairman and CEO, Terminal Van Gogh*

**Joel Tkach**  
*Marketing Manager, Consumer Programs, North America, Tourism BC*

**Rob Davidson**  
*Managing Director, Blitz Direct Vancouver, a Division of Cossette West*

**Murray Todd**  
*President, Total Graphics*

### RSVP before Friday January 20, 2006

By phone: 604-668-2503

By e-mail: [fleur.fauret@xerox.com](mailto:fleur.fauret@xerox.com)

Seating limited to 60. Reserve today!

