



**INTERQUEST announces speakers for its 2012 Toronto Digital Printing & Multi-Channel Communications Seminar**

*Leading providers and end users slated for Thursday, May 24 event at Ryerson*

**Charlottesville, VA and Toronto (April 30, 2012)**—INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced an impressive roster of speakers and panelists from leading marketing firms, transactional providers, and corporate end-user organizations for its third annual Toronto Digital Printing & Multi-Channel Communications Seminar. The educational forum—organized in partnership with Ryerson University—focuses on the synergies between printed and electronic communications, and will be held on Thursday, May 24 from 9:00 a.m. to 12:30 p.m. at Ryerson University’s School of Graphic Communications Management. [www.inter-quest.com/focused-forums/2012Toronto](http://www.inter-quest.com/focused-forums/2012Toronto)

According to **Gilles Biscos**, President of INTERQUEST, “Printers, suppliers, and marketers are grappling with how best to integrate the growing number of communications channels available to them. This event brings together leading players willing to share their insights and experiences into where and how print fits into the overall communications landscape. Attendance has grown steadily since we first initiated the event and we’re looking forward to another outstanding forum at Ryerson.”



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**Toby Cobrin**, a Director at INTERQUEST will kick off the seminar by presenting the key results of INTERQUEST recent research in direct marketing, direct mail, and multi-channel communications in North America. Her presentation will be followed by a panel of leading marketing firms, direct marketing providers, and corporate users who will present successful integrated multi-channel campaigns they have developed. Speakers include:

**Melissa Houghton**, Marketing Manager, Direct Response, Corporate Advertising, BMO Financial Group; **Lee Eldridge**, Director Interactive Solutions, C.J. Interactive / C.J. Group of Companies; **Kelly-Jo Wellings**, General Manager for Partner Development and Lettermail Sales, Canada Post; **Dave Mathews**, Managing Director, Stratafly; and **Alex Nuta**, Director of Technology, Varibase

In the second part of the program, **Gilles Biscos** will present key findings from INTERQUEST's latest research in the U.S. and Canadian transactional printing market and moderate a panel focused on the convergence of direct mail and transactional printing applications. Leading transactional service bureaus and corporate users/buyers will discuss the latest developments in the area of "Trans-relevant" and "Precision Marketing" campaigns. They will also discuss key industry topics such as mail volume and issues, the evolution of electronic presentment, the use of color, envelope personalization/imprinting, environmental aspects, and the impact of drupa announcements. Speakers include: **Andrew Idzior**, Executive VP, Sales & Marketing, DST Output Canada Inc.; **Dennis Quon**, EDP, Vice President National Sales, Gilmore Doculink; and **Kim Snell**, Senior Business Systems Analyst, Telus Communications.

The Digital Printing & Multi-channel Communications Seminar is part of the INTERQUEST 2012 Toronto Digital Printing Forum which also includes the Digital Book & Manual Printing Seminar held on Thursday, May 24 from 01:30 p.m. to 05:00 p.m.



The 2012 Toronto Digital Printing Forum is sponsored by industry leaders ô Canada Post, Cascades, Domtar, GMC Software Technology, Heidelberg, KBR Graphics, Konica Minolta, NewPage, Océ/Canon, Ricoh, RISO, Spicers, and Webcom. It is supported by leading industry associations including, the **Canadian Book Professionals' Association** (CanBPA); the **Canadian Printing Industries Association** (CPIA); the **Direct Marketing Association of Toronto** (DMAT); and **Xplor Canada**.

### **About INTERQUEST**

Founded in 1989, INTERQUEST is a market and technology research and consulting firm in the field of digital printing and publishing. INTERQUEST has conducted extensive research into digital printing markets. Since 2005 INTERQUEST has organized multiple digital printing seminars on direct mail and personalized communications, transactional printing and transpromo, as well as digital book printing in both North America and Europe.

INTERQUEST can be reached by calling (434) 979-9945, by fax at (434) 979-9959, or on the Web at [www.inter-quest.com](http://www.inter-quest.com).

### **About Ryerson University**

Ryerson is Canada's leader in innovative career-focused education, with a mission to serving societal need and engaging the community. The School of Graphic Communications Management offers Canada's highly successful degree program for the printing industries, with 400 students in all four years of the curriculum. Students learn in hands-on state-of-the-art prepress, press and post-press facilities, and enjoy excellent employment prospects through an outstanding relationship between Ryerson and the printing industries.

For further information about Ryerson, visit the Web: [www.ryerson.ca/gcm](http://www.ryerson.ca/gcm)