



INTERQUEST Announces Speakers & Panelists for its 2012 Toronto Digital Printing Forum

Leading players convene at Ryerson for Thursday, May 24 event focused on key digital printing markets

Charlottesville, VA and Toronto (May 4, 2012)—INTERQUEST, a leading market and technology research and consulting firm serving the digital printing and publishing industry, today announced an impressive lineup of speakers and panelists from leading marketing and transactional operations, end-user organizations, book publishing, manufacturing, and distribution firms for its 2012 Toronto Digital Printing Forum. The educational forum—organized in partnership with Ryerson University—focuses on trends and opportunities in direct mail, transactional/transpromo, and book manufacturing. The event will be held on Thursday, May 24 from 9:00 a.m. to 5:00 p.m. at Ryerson University’s School of Graphic Communications Management. www.inter-quest.com/focused-forums/2012Toronto

According to Gilles Biscos, President of INTERQUEST, “Book manufacturing, direct mail, and transactional/transpromo printing are three important high-growth markets for digital printing. We explore these applications in a full-day event that brings together leading players willing to share their unique insights and experiences with participants. Attendance at our prior events at Ryerson has grown year over year and we’re extremely excited to return this year with an outstanding lineup of speakers and panelists.”



Toby Cobrin, a Director at INTERQUEST will kick off the morning “**Digital Printing & Multi-Channel Communications**” 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, CJ Interactive Solutions, C.J. Digital Inc.; **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 present their 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, evolution of electronic presentment, use of color, envelope personalization/imprinting, environmental aspects and more, as well as the impact of drupa’s announcements on the market. 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.



Mr. Biscos will kick off the afternoon “**Digital Book & Manual Printing**” Seminar by presenting key results from the firm’s recent research in digital book printing. His presentation will be followed by a panel of leading book printers and distributors who will present their experiences, applications, and challenges in digital book manufacturing and explain how recent technological developments are helping them enhance their solutions. They will also discuss workflow, finishing and paper issues as well as the impact of drupa announcements. Speakers include: **Bruce Jacobsen**, Executive Vice President Bridgeport National Bindery, Inc.; **Jay Mandarino**, President, C.J. Oyster Publishing; **Gery Cronin**, Digital Product Manager, Webcom; and **Robert Legault**, Industry Consultant

During the second portion of the seminar, Toby Cobrin will present additional INTERQUEST findings from its latest research and moderate a panel focused on the views of publishers. They will share their experiences with digital book printing as well as their views on eBooks and printed books, and the impact of new digital printing technologies on their business. Speakers include: **Dan Finos**, General Manager, Carswell; **Erin Mallory**, Manager Cross-Media Group, House of Anansi Press; and **Mark Leslie Lefebvre**, Consultant, Print on Demand, University of Toronto Bookstore.

The 2012 Toronto Digital Printing Forum is sponsored by industry leaders —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 in areas such as direct marketing, direct mail, multi-channel communications, transactional and transpromo., as well as book publishing and printing. Since 2005 INTERQUEST has organized multiple digital printing seminars on the above topics 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.

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 on Ryerson, visit the Web: www.ryerson.ca/gcm.