

Jetcomm at Dscoop Phoenix

Agenda: Wednesday, March 1, 2017



Legend: ● Operations ● Business & Leadership ● Sales & Marketing ● Innovation

Time	Jetcomm session	
1:00 pm - 1:20 pm	●● HP PageWide Industrial business and future direction ●● Eric Wiesner, General Manager, HP PageWide Industrial HP Inc.	
1:20 pm - 1:50 pm	●● A State of the Union address on the progress, status, and future of production inkjet technology ●● Marco Boer, Vice President, I.T. Strategies	
1:50 pm - 2:20 pm	●● Movers and shakers: Development & execution of profitable applications Jetcomm members - Moderated by Marc Johnson	●● The real variables in variable data direct mail Scott Dubois, Co-Founder, Pidalia
2:25 pm - 2:55 pm	●● Workflow optimization and efficiency Pat McGrew, Director and Evangelist for the Production Workflow Service at KeyPoint Intelligence/InfoTrends	●● Technical changes in inkjet - What it means now & into the future HP PageWide Industrial Product Management Team
3:00 pm - 4:30 pm	●● Dscoop - Keynote ●● Billy Beane, Executive Vice President of Baseball Operations for the Oakland A's and subject of the movie Moneyball	
4:50 pm - 5:20 pm	Jetcomm coffee break Room 229AB	
5:20 pm - 6:15 pm	●● Best practices for testing inkjet coated papers Mary Schilling, Schilling Inkjet Consulting	●● Digital transformation of the Japanese book market supply chain <ul style="list-style-type: none">▪ Kenichi Igarashi, Associate General Manager BEC Project, Development Division, KADOKAWA Corporation▪ Giovanni Antonuzzo, CEO, Rotomail
6:45 pm - 9:30 pm	Jetcomm dinner reception Renaissance Hotel in downtown Phoenix	

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Agenda: Thursday, March 2, 2017

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Time

Jetcomm session

11:30 pm - 12:00 pm



The art of possibilities: Connecting publishers to HP users

Michelle Weir, Publishing Innovation Manager WW Marketing,
Brand Innovation Group Imaging and Printing, HP Inc.



Inkjet benefits of G7 methodology

Mary Schilling, Schilling Inkjet Consulting

12:00 pm - 1:00 pm

Jetcomm networking lunch

Room 229AB

1:00 pm - 1:30 pm



Inkjet file preparation- Best practices

Mary Schilling, Schilling Inkjet Consulting



Building your sales efforts - Finding, promoting, and selling new applications

HP Business Development

1:35 pm - 2:30 pm



How high-speed inkjet and inline finishing create new opportunities in commercial print



Leo Moio, Managing Director of Print Media Group (PMG)

2:30 pm - 3:00 pm

Jetcomm coffee break

Room 229AB

3:00 pm - 3:30 pm



Trends and observations in direct mail and customer communications



Dr. Sean Smyth, Senior Print Consultant, Smithers Pira

3:30 pm - 4:00 pm

Q&A executive panel - Existing customers only

VIP guest wrap-up