



A Proposal for Print Automation Seminars In Europe



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Agenda

- What We Know
- What We've Tried
- What CIP4 Proposes



What We Know

- In North America ...
 - 31.2% of printers not planning to implement automation (2011)
 - 51% Lack knowledge of process automation or lack staff training and expertise
 - 28.3% Not aware of benefits of automation
 - 37.7% Believe that automation is too costly (ROI)
- Most printers will not travel far for training
- CIP4 does not have local marketing capabilities



What We Know

- In Europe...
 - No pan-European printing association to partner with
 - Different languages
 - Different industry conditions
- Hochschule Der Medien Stuttgart
 - Workflow Symposium
 - One day
 - 200 People



What We Know

- Successful Print Automation Starts at the C-Level
- Print managers and executives don't want technical tutorials
- Printers want to learn from other printers
- Managers and executives need to understand ROI proposition and from a vision of what future operations will look like
- They want to hear from vendors, but not product pitches
- Printers need to know what their role is



What We've Tried

- **Formats**
 - Seminars during major industry events
 - Seminars before or after major industry events
 - Vendor seminars/Conferences
 - Partnering with printing associations (PIA)
 - Partnering with Universities
 - International with Translation (Italy, France, China, etc.)





What We've Tried

- Topics
 - Deep Technical (four-hours or more)
 - Basic JDF
 - Case Studies
 - Demonstrations (virtual, live, mixed)
 - Specific topics
 - Benefits and ROI





What CIP4 Proposes

- Spring 2014 Program
 - 6 to 12 seminars
 - Objective of 100 industry attendees (plus students)
 - Nominal cost to attendees
 - As much in local language as possible
 - Speaker/vendor coordination by CIP4
 - Marketing, logistics, and registration by University





What CIP4 Proposes

- Agenda Framework
 - Topic Introduction (What does JDF do, focus on digital printing)
 - Management Presentation (ROI, Project management, change management, lessons learned.)
 - Case Study (one or more, include digital printing and/or cross-media workflow automation.)
 - Demonstration (Optional / Options)
 - Networking opportunity ... Lunch? Dinner?
 - Option to start late/expect attendees to drive in.



What CIP4 Proposes

- Looking for Universities with ...
 - Good contact with graduate in industry and local printing community
 - Facilities available to host event
 - Auditorium
 - Installed Equipment (optional)
 - Nearby hotel facilities
 - Capability to ...
 - Promote
 - Handle registrations
 - Experience or confidence in meeting attendee objectives



Discussion

- Thoughts and Ideas?
- Survey
- (Long-term) eLearning



Thank you very much for your attention!

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