

**10**  
Oct, 2016







9:00 a.m. - 1:00 p.m.	ATTENDEE ARRIVALS
9:00 a.m. - 4:00 p.m.	EXHIBITS SET-UP OPTIONAL Customer Experience Center Tours
8:00 a.m. - 5:00 p.m.	REGISTRATION
5:00 p.m. - 7:00 p.m.	<p><b>WELCOME - ROYAL PALM BALLROOM</b>  <b>Mark DeBoer</b>, President, thINK; <b>Dave Johannes</b>, Vice President and 2016 Conference Chair, thINK; <b>Victor Bohnert</b>, Executive Director, thINK; <b>Mal Baboyian</b>, Executive Vice President, Large Format Solutions/ Production Print Solutions, Canon Solutions America; <b>Francis A. McMahon</b>, Sr. Vice President; Marketing and Sales Operations, Canon Solutions America; <b>Eric Hawkinson</b>, Sr. Director Marketing, Canon Solutions America</p> <p><b>OPENING KEYNOTE</b>  <b>David Humphreys</b>, Director of Custom Research for The Americas for The Economist Intelligence Unit PRIMIR  <i>The Future of Print in the U.S.: Landscape, Implications and Opportunities</i></p>
7:00 p.m. - 10:00 p.m.	DINNER AND RECEPTION - GRAND BALLROOM

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



7:00 a.m. - 9:00 a.m.	BREAKFAST - ROYAL PALM BALLROOM
<b>CHOOSE YOUR SESSIONS</b>	
<b>ROYAL PALM IX / X (Japanese Translation)</b>	
9:00 a.m. - 9:50 a.m.	<p><b>GET THE INKJET EDGE</b>            Transitioning Your Business with Inkjet</p>
10:00 a.m. - 10:50 a.m.	<p><b>SELL IT LIKE A BOSS</b>            Cost Justification and TCO for a Digital Press</p>
11:00 a.m. - 11:50 a.m.	<p><b>FISH WITH THE RIGHT BAIT</b>            Targeting the Right Markets for Growth With Inkjet</p>
12:00 p.m. - 1:30 p.m.	LUNCH - GRAND BALLROOM
1:30 p.m. - 2:20 p.m.	<p><b>PROFITABLE PRINT</b>            The Role of Inkjet in Profitable Print</p>
2:30 p.m. - 3:20 p.m.	<p><b>GROWING YOUR BUSINESS WITH COMMERCIAL INKJET APPLICATIONS:</b>            Your Future Awaits - Unlock the Potential in Digital Printing</p>

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**ROYAL PALM VII / VIII**

 9:00 a.m. - 9:50 a.m.	<b>SHOULD YOU STAY OR SHOULD YOU GO?</b> Insource, Outsource, or Adjusted Resources (Advanced)
 10:00 a.m. - 10:50 a.m.	<b>BEYOND PRINT</b> Capture More Marketing Revenue with Inkjet (Advanced)
 11:00 a.m. - 11:50 a.m.	<b>INSIDE THE MIND OF A PRINT BUYER</b> 5 Ways to Get in the Door and Stay There
 12:00 p.m. - 1:30 p.m.	LUNCH - GRAND BALLROOM
 1:30 p.m. - 2:20 p.m.	<b>TAKING OMINOUS OUT OF OMNI-CHANNEL</b> Increase Revenue and Customer Loyalty (Advanced)
 2:30 p.m. - 3:20 p.m.	<b>BEYOND PRINT</b> Capture More Marketing Revenue with Inkjet (Advanced)






**ADDISON EAST**

 9:00 a.m. - 9:50 a.m.	<b>DESIGNING FOR INKJET</b>
 10:00 a.m. - 10:50 a.m.	<b>INKJET COLOR BASICS</b> Color Management 101
 11:00 a.m. - 11:50 a.m.	<b>THE COLOR OF MONEY</b> Color Management Across Multiple Technologies (Advanced)
 12:00 p.m. - 1:30 p.m.	LUNCH - GRAND BALLROOM
 1:30 p.m. - 2:20 p.m.	<b>INKJET COLOR BASICS</b> Color Management 101
 2:30 p.m. - 3:20 p.m.	<b>THE COLOR OF MONEY</b> Color Management Across Multiple Technologies (Advanced)



## ADDISON WEST

 9:00 a.m. - 9:50 a.m.	<b>PRISMAproduction</b> Exploring the Possibilities
 10:00 a.m. - 10:50 a.m.	<b>A MAP TO INKJET</b> Optimizing Your Workflow for Smooth Sailing (Advanced)
 11:00 a.m. - 11:50 a.m.	<b>WORKFLOW THAT WORKS</b> Advanced Tools of the Trade (Advanced)
 12:00 p.m. - 1:30 p.m.	<b>LUNCH - GRAND BALLROOM</b>
 1:30 p.m. - 2:20 p.m.	<b>DATA DRIVEN MARKETING</b> The Basics of Using Data - Get Started!
 2:30 p.m. - 3:20 p.m.	<b>I LIKE BIG DATA AND I CANNOT LIE</b> Advanced Dynamic Content Management (Advanced)

## ESTATE SALON I / II

 9:00 a.m. - 9:50 a.m.	<b>INKJET FOR GEEKS</b> Everything You Want to Know about Inkjet Technology (Advanced)
 10:00 a.m. - 10:50 a.m.	<b>INKJET PAPER 101</b> The Right Paper for the Right Job
 11:00 a.m. - 11:50 a.m.	<b>ASK THE EXPERTS</b> ColorStream Maintenance (Advanced)
 12:00 p.m. - 1:30 p.m.	<b>LUNCH - GRAND BALLROOM</b>
 1:30 p.m. - 2:20 p.m.	<b>THE PERFECT FINISH</b> Innovative Post-Press Automation
 2:30 p.m. - 3:20 p.m.	<b>INKJET PAPER 101</b> The Right Paper for the Right Job

## GENERAL SESSION - ROYAL PALM BALLROOM

 3:45 p.m. - 4:45 p.m.	<b>KEYNOTE INTRODUCTION</b> Dave Johannes, Vice President and 2016 Conference Chair, <i>think</i> <b>KEYNOTE</b> Greg McKeown, CEO of THIS Inc. Author of New York Times and Wall Street Journal Bestseller, <i>Essentialism: The Disciplined Pursuit Of Less</i>
 4:45 p.m. - 7:15 p.m.	<b>RECEPTION - GRAND BALLROOM</b>

## AGENDA

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Oct, 2016

7:15 p.m. - 7:30 p.m.	SHUTTLES TO BEACH CLUB DEPARTING FROM ROYAL PALM PORTE COCHERE
7:15 p.m. - 10:00 p.m.	CLOSING EVENT AND DINNER AT BEACH CLUB
9:00 p.m. - 10:15 p.m.	SHUTTLES BACK TO BOCA RESORT DEPARTING FROM BEACH CLUB MEMBERS ENTRANCE

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Oct, 2016

7:00 a.m. - 9:00 a.m.	BREAKFAST - GRAND LAWN
9:00 a.m. - 9:25 a.m.	<b>GENERAL SESSION WELCOME</b> Victor Bohnert, Executive Director, thINK; Christian Unterberger, Executive Vice President, Océ Printing Systems, A Canon Company; Erik van Eldik, Sr. Vice President, Océ Printing Systems, A Canon Company <i>A Look to the Future</i>
9:25 a.m. - 10:15 a.m.	<b>KEYNOTE INTRODUCTION</b> Dave Johannes, Vice President and 2016 Conference Chair, thINK <b>KEYNOTE</b> Jonathan Margulies, Managing Director, Winterberry Group <i>Lessons Learned: What a Decade of Disruption Tells Us about Direct Mail's Future (And How You Can Benefit)</i>
10:15 a.m. - 10:30 a.m.	BREAK
10:30 a.m. - 11:30 a.m.	<b>KEYNOTE INTRODUCTION</b> Bob Radzis, Chief Customer Officer at SG360° <b>KEYNOTE</b> Chris "Chrissie" Evert, Former Tennis Pro and ESPN Analyst Winner of 18 Grand Slam titles, advocate for neglected and abused children, and publisher of Tennis Magazine.
11:30 a.m.	thINK CLOSING DEPARTURES OPTIONAL Customer Experience Center Tours