



## **INTERQUEST Announces Speakers for its 2011 Toronto Digital Printing Forum**

*Leading players convene at Ryerson for Wednesday, May 11 event focused on key digital printing markets*

**Charlottesville, VA (April 26, 2011)**—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, and book publishing, manufacturing, and distribution firms for its 2011 Toronto Digital Printing Forum. The educational forum—organized in partnership with Ryerson University—focuses on trends and opportunities in three of the highest growth digital printing markets: direct mail, transactional/transpromo, and book manufacturing. The event will be held on Wednesday, May 11 from 9:00 a.m. to 06:00 p.m. at Ryerson University. <http://www.inter-quest.com/2011TorontoForum.htm>.

According to **David Davis**, Director at INTERQUEST, “The markets and applications we’ll be focusing on throughout the event are teeming with activity and opportunity for digital printing. All of them are being challenged by new and emerging non-print channels, though in different ways and for different reasons. Attendees will hear from and interact with some of the leading players in these segments, so we’re extremely excited to be returning to and partnering with Ryerson.”



**Toby Cobrin**, a Director at INTERQUEST, and John Zarwan, President, J Zarwan Partners will kick off the morning **Digital Printing & Multi-Channel Communications** seminar by presenting the key results of their recent research in direct marketing, direct mail, and multi-channel communications in North America. Their presentations will be followed by a panel of leading marketing firms and direct marketing providers who will present successful integrated multi-channel campaigns they have developed. Speakers include: **Eleanor Rafter**, Director Partner Program Planning & Strategy, Canada Post; **Kate Dunn**, President, Digital Innovations Group; **Julie Northrup**, Innovations Specialist, Harmony Innovations; and **Ed Rooney**, Director Business Development, Lowe Martin Group.

In the second part of the program, **Gilles Biscos** will present key INTERQUEST findings from its most recent 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 case studies of successful transactional and transpromo applications they have recently implemented. Speakers include: **Rich Bassett**, President, Bassett Direct; **Maureen Kotopski**, Director, IS Shared Services—Senior Manager, Project & Portfolio Management, Co-operators Life Insurance Company; and **Cyril Philipose**, Senior Designer and Consultant, Prinova Inc.



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. Speakers include: **David Hetherington**, Vice President Academic/Educational Merchandising & Digital Printing, Baker & Taylor; **Andrew Pate**, Director of Digital Sales and Programs, Edwards Brothers, Inc.; **Rob Clements**, Content Acquisition Sales Consultant, Canada, Ingram Content Group; and **Mike Collinge**, President & CEO, Webcom.

During the second portion of the seminar, Toby Cobrin will present additional findings from recent INTERQUEST 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 synergies between eBooks and printed books and the impact of new digital printing technologies on their business. Speakers include: **Heather Davies**, Production Manager, Annick Press Ltd.; **Bryon Moore**, General Manager, Grey House Publishing Canada; **Sharon Houston**, Director of Manufacturing & Paper, Pearson Canada; and **David Ward**, Production Manager, Random house of Canada/McClelland & Stewart.

The 2011 Toronto Digital Printing Forum is sponsored by industry leaders — Canada Post, Canon, Cascades, Fujifilm, GMC Software Technology, Hewlett-Packard, InfoPrint Solutions, KBR Graphics, Kodak, NewPage, Océ, Quad/Graphics, RISO, 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 Central Chapter**.



### **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 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 on Ryerson, visit the Web: [www.ryerson.ca/gcm](http://www.ryerson.ca/gcm).