

TransPromo: Hype or Hope
First of the 4th Thursday
XDU Lunch & Learn Webinars!

Welcome!



**XPLOR Document University Lunch &
Learn Webinars!**

The Panel

- Pat McGrew, EDP – Kodak
- Scott Baker – GMC
- Carrie Murphy, EDP – InfoPrint

- And... you!



TransPromo: Hype or Hope

- What is TransPromo?
- Does it need transaction data on the document to be TransPromo?



#1

TransPromo: Hype or Hope

- What are some of the best and worst practices you've seen under the label "TransPromo" - you don't have to name names!



#2

TransPromo: Hype or Hope

- Some say that any commercial printer can do TransPromo – can they?



#3

TransPromo: Hype or Hope

- Proving the ROI on TransPromo takes metrics... is there a gold standard on what metrics you need to track?



#4

TransPromo: Hype or Hope

- Some say TransPromo is Hype.. is it?



#5

4th Thursday

XDU Lunch & Learn Webinars! Come back May 28th at 1PM Eastern

MARK YOUR CALENDARS for the 4th Thursday of every month as Xplor is turning the volume up to 11 with the new series of "Lunch and Learn" Webinars structured around great panelists, great topics, and your participation.

These webinars are free courtesy of the Xplor Document University powered by Kodak.

Each webinar will be scheduled at 1:00 PM Eastern, Noon Central, 11:00 AM Mountain and 10:00 AM Pacific times for frank discussions. Here is a sample of just some of the topics:

- TransPromo
- Regulatory requirements for customer facing documents
- Technology changes
- Color
- Production techniques
- Mailing issues



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