



Direct Marketing & Life With Print

January 18, 2018

Speaker

Daniel Dejan,
Sappi North America

Location

Four Seasons Banquet Facility,
Landisville

Social Hour

6:00 pm

Dinner

6:30 pm

Cost

\$25 - members

\$35 - guests

\$15 - students

RSVP

January 16 at
slc.org/reservations

Direct Marketing: A Primer - A workshop that discusses the fundamentals of direct mail and direct marketing: from a discussion as to why DM works and how to meld it into an integrated marketing campaign, a quick review of the fundamentals of DM including the significance of addressing the when, why should I? and call-to-action at planning, the importance of permission marketing, 1-to-1 marketing and intimacy selling. Also will include insights into the impact of variable data printing in the last decade, new facts and figures regarding VDP, as well as insights and useful information provided by the United States Postal Service, the Direct Mail Association and the Digital Printing Council/Printing Industries of America.

Print in the New Media Mix (Life with Print) - Integrated marketing, multi-channel distribution, social media/networking are a few of the many descriptors currently used to describe the new business models being implemented by advertisers, marketers and media strategists. Our consumer society abounds with new devices, many hand-held, as primary sources for communications and intra-connectivity, which leads traditional, legacy medias such as television, radio and print to ask the larger questions, including “Where do we fit in?” “Is Print truly a waning media?” “Is it being replaced by disruptive technology?”

A discussion on how the print industry can evolve its share by proving its effectiveness as part of the communications mix: how does print complement social networking and the Internet; how will eReaders and tablets impact publishing and readership; how using QR codes and augmented reality codes can add a multi-media and multi-dimensional aspect to enhance the print experience.



As an educator, designer, humanist, mentor and lover of all things graphic arts, Daniel Dejan has been an evangelist for the power of paper and print for the span of his career. With more than 40 years of design, production, print buying and on-press experience, Dejan is always ready to share his knowledge of the successful and effective marriage of print and paper. On the road 200 days a year, he is a hands-on, in-person resource—delivering presentations to designers, printers, corporations and paper merchants.