

Practical advice and actual results, from experts and your peers.

realbusiness
live!



Please join us on Thursday May 6th, 11:00 – 1:00 PM

For lunch and a presentation by Roger Gimbel

Biaggi's Ristorante Italiano

320 Collins Road North East

Cedar Rapids, IA 52402

(319)393-6593

Chasing improved business performance is always a challenge; the organizations that thrive tend to be those that innovate, even when times are tough.

Join us at this practical and inspirational event and explore how innovation can help your business stay ahead.

Achieving these improvements doesn't have to be risky or costly. Every day, Xerox is helping businesses to harness new

technologies and processes in order to do things differently:

- To drive cost and inefficiency out
- To meet changing customer expectations
- To reach new markets and deliver new services

Real Business Live! is a free event that's part of a global seminar program. We'll share expert opinion as to how you can take advantage of the trends shaping

the printing business today. We'll focus squarely on the tangible results achieved by businesses like yours and show you how you can achieve the same success.

At our event you'll hear about the measurable results achieved by other businesses. Take a look at the agenda to see the breadth of ideas that we will cover.

To find out more and reserve your free place, go to

<http://www.seeuthere.com/Xerox>

[xCedarRapidsMay6Print](#) or RSVP to Mark Sebastian at 402-392-6295

Roger Gimbel, EDP is President of Gimbel & Associates. He will discuss the topic of variable data color printing with live examples of real world successful applications currently being done. He will have real business examples of personalized and customized direct mail marketing, transpromo statements, and related marketing campaigns he has used successfully.

