



Roger Gimbel

## The POWER of ONE.

With shrinking budgets and more discerning clients, it is essential for advertising agencies to become lean and agile to remain profitable. Survival depends on the ability to adapt to the requirements of an ever-changing market driven by more sophisticated customer demands.

Individualisation has arrived. In today's world, the focus of end customers is on selling a product or service to each customer or prospect as an individual – rather than as a part of a mass audience. Advertising agencies need to utilize new resources to reach their clients and promote services that allow them to grow their profitability through leveraging the “Power of One” – customizing print messages by client.

As part of our Thought Leadership outreach, Barbados Business Machines (BBM) cordially invites you to a seminar entitled “ **The Power of ONE**”, to be conducted by Roger Gimbel. Roger P. Gimbel, EDP is President of Gimbel & Associates, a worldwide consulting firm providing digital solutions to print providers and organizations to increase profitability. The firm focuses on leveraging cutting-edge digital technologies to produce results. Roger is a recognized authority in the digital printing industry with over 35 years experience as an accomplished printer and world-wide speaker at industry events.

Roger will be doing a presentation on key applications and opportunities in the graphics arts industry, , and will also demonstrate a number of real case studies reflecting these applications, including reviewing a successful TransPromo campaign case study. The session is meant to be interactive, with Roger engaging audience members in discussions on their successes and challenges in conducting business in today's environment.

“While most of the industry agrees that TransPromo communication has the potential to drive additional revenue, few have actually been able to accurately measure and document the ROI,” says Gimbel. “Ideas to Improve ROI on Statement and Database Marketing Programs will demonstrate how a well planned, well executed and real life TransPromo campaign, with clear metrics for measurement, increased one company's revenue by millions.”

Roger was the Director of Worldwide Operations for Global Document Solutions, in a role for which he oversaw operations for one of the largest companies in the document services industry. He was also President of XRC Inc., a worldwide leader in digital print on demand. Roger oversees a team of experienced consultants providing sales training, business development workshops and seminars, workflow analysis, variable data programs and distributed print strategies. Roger has continually maintained a high level of productivity in his corporations by utilizing leading edge technologies.