October 16-18, 2017 • Scottsdale, Arizona

NPES 2017
Annual Conference
and Brand
Inspiration Forum

A CMO COUNCIL ELITE RETREAT

The Scottsdale Resort
at McCormick Ranch

Early Registration Deadline:
September 14, 2017

www.NPES.org/AnnConf

An interactive program designed for top executives to refocus, plan, and better understand the insights and challenges facing chief marketing leaders.
Each year, the NPES Annual Conference is where members gather to discuss the state of the industry, keep up on trends, and stay on the leading edge of business success. This year, in addition to our popular membership activities and Executive/Board Meetings, we have partnered with the CMO Council for the first time for a special retreat.

“Brand inspiration” means “brand success.” With each opportunity to engage, brands must best understand how each channel and each experience is impacting their customers’ buying decision. As they consider the skills, insights and resources needed for critical marketing support, what partners will come to the table with new trends and new technologies to turn these ideas into realities?

To spark innovation and transformation, NPES and the CMO Council will host a full-day session at the Annual Conference dubbed the “Brand Inspiration Forum.” Building upon the traditional Annual Conference and PRIMIR Fall Meeting, peers and partners will gather in one room to share insights, challenges and instruments of change to evolve go-to-market strategies.

Take this opportunity to examine the way you work with marketers and brand owners, and learn how you can partner to evolve their product launches and marketing campaigns.

“This year, we are excited to have the CMO Council join us as our partner for the Annual Conference, where NPES members can learn from and engage with marketers from a variety of brand owners.”

—Thayer Long | President | NPES The Association for Suppliers of Printing, Publishing and Converting Technologies
Schedule at a Glance

MONDAY, OCTOBER 16
12:00 NOON - 2:00 PM  NPES Executive Committee Meeting *(By Invitation Only)*
12:00 NOON - 2:00 PM  PRIMIR Executive Committee Meeting *(By Invitation Only)*
2:15 PM - 3:15 PM  NPES Advisory Group Meetings *(By Invitation Only)*
3:30 PM - 5:30 PM  NPES Board of Directors Meeting *(By Invitation Only)*
6:30 PM - 9:00 PM  Welcome Reception and Dinner

TUESDAY, OCTOBER 17
8:00 AM - 8:30 AM  Continental Breakfast and Welcome
8:30 AM - 9:00 AM  Opening Keynote — Revolutionizing Brand Engagements: A Real Case Study on Breathing New Life into the Physical Experience
9:00 AM - 9:30 AM  Research Roundup — Navigating the New and Novel: Top Trends and Behaviors Impacting Go-to-Market Strategies
9:30 AM - 9:45 AM  Networking Break
9:45 AM - 10:30 AM  Innovation Master Class — Greening the Supply Chain: Bringing Environmental Responsibility to the Marketing Supply Chain
10:30 AM - 11:00 AM  Research Roundup — Get to Know the CMO: What are the Mandates of Today's Top CMOs?
11:00 AM - 11:45 AM  Marketing Leader Panel — Aligning Around the Metrics and Measures of Today's Modern Marketer: What are the Metrics, KPIs and Business Metrics Most Critical to Proving Success?
11:45 AM - 1:00 PM  Break for Lunch
1:00 PM - 1:45 PM  Innovation Master Class — The Power of Personalization: Tools and Technologies to Apply Data to the Physical Environment
1:45 PM - 4:00 PM  Invention Sessions — One Great Idea: Crowd-Sourcing Fresh Strategies and Go-to-Market Campaign Ideas
4:15 PM - 5:30 PM  NPES Advisory Group Meetings *(By Invitation Only)*
6:30 PM - 9:00 PM  Networking Reception, Dinner and Awards Recognition

WEDNESDAY, OCTOBER 18
8:00 AM - 8:30 AM  Continental Breakfast
8:30 AM - 9:30 AM  NPES Chairman's Address and Election of Officers
9:30 AM - 11:00 AM  PRIMIR Research Study Presentation: Worldwide Market for Print 2.0 – Commercial/Marketing and Publishing
11:00 AM - 11:30 AM  Member Exchange: Worldwide Market for Print 2.0 – Commercial/Marketing and Publishing
11:30 AM - 11:45 AM  Closing Remarks and Adjournment
MONDAY, OCTOBER 16

NPES Executive Committee Meeting  
(By Invitation Only)  
12:00 NOON - 2:00 PM

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(By Invitation Only)  
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NPES Advisory Group Meetings  
(By Invitation Only)  
2:15 PM - 3:15 PM

NPES Board of Directors Meeting  
(By Invitation Only)  
3:30 PM - 5:30 PM

Welcome Reception and Dinner  
6:30 PM - 9:00 PM

TUESDAY, OCTOBER 17

Continental Breakfast and Welcome  
8:00 AM - 8:30 AM

Opening Keynote:  
Revolutionizing Brand Engagements:  
A Real Case Study on Breathing New Life into the Physical Experience  
8:30 AM - 9:00 AM

A well-known brand leader will showcase how the new customer experience has necessitated new thinking in delivering a quality physical experience that enhances and connects to the digital experience, thanks to the inclusion of printed materials and physical touchpoints, including packaging and POP display.

Research Roundup:  
Navigating the New and Novel:  
Top Trends and Behaviors Impacting Go-to-Market Strategies  
9:00 AM - 9:30 AM

From shifts and changes in the future of advertising to innovations across direct mail, new research reveals opportunities to shift go-to-market strategies in new and novel ways using some familiar and often overlooked channels and tactics. This session will share recent research, revealing emerging trends that will shape strategies across marketing and advertising channels.

Networking Break  
9:30 AM - 9:45 AM
Innovation Master Class: Greening the Supply Chain: Bringing Environmental Responsibility to the Marketing Supply Chain
9:45 AM - 10:30 AM
Can printing be green? What are the latest innovations in green products that, when combined with exceptional content, can enhance the customer experience and demonstrate marketing responsibility? This session will showcase the latest innovations in green materials, technologies and strategies—from renewable materials and substrates to green processes. Experts will share data and case studies outlining innovative green campaigns.

Research Roundup: Get to Know the CMO: What Are the Mandates of Today’s Top CMOs?
10:30 AM - 11:00 AM
New research from the CMO Council outlines the Chief Marketing Officer’s mandate to drive business growth and improve customer experience impact and engagement. But how are leading global marketers achieving these goals? What are the primary roadblocks to success, and where are organizations struggling to align data, vendors and strategies to realize true omni-channel engagement at scale and in real time? This session will showcase recent CMO Council research and findings.

Marketing Leader Panel: Aligning Around the Metrics and Measures of Today’s Modern Marketer: What Are the Metrics, KPIs and Business Metrics Most Critical to Proving Success?
11:00 AM - 11:45 AM
Often, campaigns are deemed failures because metrics and measures were not established from the start. The intent of this session is to hear from brand marketing leaders about the shifting nature of metrics, including gaining insight into the measures for which today’s CMOs are being held accountable, as well as the metrics marketers are establishing to prove true business ROI.

Break for Lunch
11:45 AM - 1:00 PM
Innovation Master Class: 
The Power of Personalization: Tools and Technologies to Apply Data to the Physical Experience

1:00 PM - 1:45 PM

As marketers have been perfecting the personalization of digital experiences in context to the customer’s moments of need, physical touchpoints have largely been left to traditional strategies like mass publication, which lack localization. But technologies and strategies exist that enable physical touchpoints like print and direct mail to adopt the same level of personalization and contextual depth of digital touchpoints. This expert partner panel will share case studies of successful brands applying personalization to bridge physical and digital experiences and engagements.

Invention Sessions: 
One Great Idea: Crowd-Sourcing Fresh Strategies and Go-to-Market Campaign Ideas

1:45 PM - 4:00 PM

With markets becoming more fragmented, segmented and complex, marketers have many more elements to manage and a real need to track campaign performance, value and ROI. Regaining control of this complexity can start with one great idea. Attendees will be divided into working groups, with each group consisting of brand marketers, service providers and technology vendor experts. These teams will tackle one go-to-market campaign, develop the outline for an omni-channel approach and should include at least one new innovation discussed in earlier sessions that would best engage customers through highly personalized experiences. Each presentation will be shared with the full group at the end of the day, with each team presenting the campaign concept and outlining the channels involved, the data and segmentation strategy, and the proposed measures and metrics to be used to outline success.

(1.5 hour working group/45 minutes for campaign presentations)

NPES Advisory Groups Meetings

4:15 PM - 5:30 PM (By Invitation Only)

Networking Reception, Dinner and Awards Recognition

6:30 PM - 9:00 PM
WEDNESDAY, OCTOBER 18

Continental Breakfast
8:00 AM - 8:30 AM

NPES Chairman’s Address and Election of Officers
8:30 AM - 9:30 AM

PRIMIR Research Study Presentation: 
Worldwide Market for Print 2.0: 
Global Opportunities in Commercial/Marketing and Publishing
9:30 AM - 11:00 AM

In 2013, NPES/PRIMIR completed the “World-wide Market for Print: Identifying Global Opportunities for the Print Industry” (WWMP) study produced by The Economist Intelligence Unit (EIU) which established a new modeling framework, methodology and baseline for examining select countries comprising the majority (90%) of the global graphic communications market. With much of the world either recovering, in the midst, or entering economic recession—the global approach was important to help understand where major developments in the print industry are occurring and allow key players in the markets to best adapt to significant changes.

This study focuses exclusively on the commercial/marketing and publishing markets. The geographical scope is 26 countries for market sizing and forecasts, with six countries selected for “deep-dive analysis”—all identified as the largest markets or fastest-growing countries to provide critical market intelligence needs. This study will show the benchmark baseline 2012-2017 data and annual five-year forecasts through 2022, with extrapolation for global market sizing, as appropriate, for the print market sectors and sub-sectors.

Member Exchange: 
Worldwide Market for Print 2.0: 
Global Opportunities in Commercial/Marketing and Publishing
11:00 AM - 11:30 AM

The Member Exchange provides a dedicated, post-presentation session with peers to dive more deeply into the practical research applications of the “Worldwide Market for Print 2.0: Global Opportunities in Commercial/Marketing and Publishing” study and discuss key study findings and recommendations for the commercial/marketing and publishing sub-segments across the spectrum of 26 key geographies identified. The Member Exchange will explore innovative business strategies and export market opportunities.

Closing Remarks and Adjournment
11:30 AM - 11:45 AM
SPOUSE/GUEST WELCOME

Bring your spouse/guest and enjoy the excitement of Scottsdale together - the NPES Annual Conference combines business with enjoyable activities that you can share. The Scottsdale Resort at McCormick Ranch offers plenty for your spouse/guest to do, and provides a chance for them to relax and converse while you are attending conference discussions. From yoga to boot camp classes to a spa experience that will rejuvenate your body and renew your spirit, there is something for everyone. Details on the planned spouse/guest program activities will be coming soon.

NETWORKING RECEPTION, DINNER AND AWARDS RECOGNITION

A long day of executive discussions requires a long evening of executive relaxation. Sip cocktails and unwind at the networking reception and then enjoy a gourmet feast with your colleagues at the dinner. The evening culminates in the presentation of the Harold A. Gegenheimer Awards for Industry Service.

IT’S ALL ABOUT THE NETWORKING...

Connect with the chief marketing officers of the leading brands in the country. This is one of the few opportunities to be face-to-face with executive-level marketers and brand owners in an intimate environment to discuss their insights and challenges.

GOLF AND RELAXATION

There is plenty to do outside the conference, too! Unwind around the resort or shoot a round of golf at the McCormick Ranch Golf Club. Designed by Desmond Muirhead and opened in 1972, this premier golf club offers breathtaking views of Camelback and McDowell Mountains. Reduced greens fees are $89 for individual tee times.

Relax and Rejuvenate
OUT AND ABOUT

Nearby Points of Interest/Activities

- Musical Instrument Museum
- The Butterfly Wonderland
- OdySea, the 14-acre Oceanic Experience
- Old Town Scottsdale
  - Art galleries, shops, museums, restaurants, malls, bars, parks galore...
  - Kierland Commons/Scottsdale Quarter
  - Scottsdale Fashion Square
  - Biltmore
- Taliesin West
- Heard Museum
- Hiking
  - Camelback Mountain
  - McDowell Sonoran Conservancy
  - Piestewa Peak/Dreamy Draw Trail
  - Apache Trail
AN OASIS IN THE DESERT:
THE SCOTTSDALE RESORT AT McCormick RANCH
7700 East McCormick Parkway, Scottsdale, Arizona 85258

Combining modern accommodations with amenities that capture the elegance of historic haciendas of the past, the Scottsdale Resort at McCormick Ranch is both a luxury vacation retreat and an exceptional Phoenix-area meeting destination. The resort features 326 spacious guest rooms and suites, each with elegant décor and a residential ambiance unique among luxury hotels in Scottsdale. Many rooms offer spectacular views of fairways, gardens and pools. To make your reservations, call The Scottsdale Resort at McCormick Ranch at 800/540-0727 no later than September 14, 2017 to receive the special NPES rate. Indicate that you are attending the NPES Annual Conference in October.

Onsite & Reservations Phone: 800/540-0727
Web: www.destinationhotels.com/scottsdale-resort
Reservation cutoff date: September 14, 2017
Room block name: “NPES Annual Conference”
Preferred NPES rate: $195

LOCAL WEATHER

The forecast for Scottsdale weather is abundant sunshine with conditions right for the perfect Arizona getaway all year long. During the Annual Conference and Brand Inspiration Forum, temperatures are expected to average 85-95 degrees. Attire for the meetings is casual, receptions and dinners are “resort casual.”
REGISTRATION FORM

Conference Attendee
Name: __________________________
Title: __________________________
Badge Name: _____________________
Company: _______________________
E-mail: _________________________
Phone: _________________________

Total Payment  $_____
☐ Check  ☐ Discover  ☐ MasterCard
☐ VISA  ☐ AMEX  ☐ Diner’s Club

Name on Card: _____________________
Signature: _________________________
Credit Card #: _____________________
Verification #: __________ Exp. Date: _______
Verification #: 3-4 digits printed on back of credit card after card #.

Return Completed Form and Payment to:
Mail: NPES 2017 Annual Conference
and Brand Inspiration Forum
P. O. Box 79842
Baltimore, MD 21279-0842
Phone: (703) 264-7200  x244
Fax: (703) 620-9187
OR
Register Online:
www.npes.org/AnnConf

Spouse/Guest
Badge Name: _____________________

Meal Selections
(Please check those you plan to attend)
☐ Monday, October 16 Welcome Reception & Dinner
☐ Tuesday, October 17 Continental Breakfast
☐ Tuesday, October 17 Lunch
☐ Tuesday, October 17 Networking Reception, Dinner and Awards Recognition
☐ Wednesday, October 18 Continental Breakfast

Registration & Payment Information
☐ $499  Early Bird Registration by 9/14/17
☐ $599  Regular Registration
☐ $199  Spouse/Guest Registration
☐ N/C  Spouse/Guest Program (details to come)

Registration Fees
Registration fee includes attendance at all conference sessions, conference materials, networking breaks, receptions and dinners. Registration fee must be paid in advance and accompany registration form. Please pay by credit card or enclose check payable to NPES. Registration fee does not include room charges, recreational activities or other meals.

The Association For Suppliers of Printing, Publishing and Converting Technologies
1899 Preston White Drive, Reston, VA 20191
Phone: (703) 264-7200  •  Fax: (703) 620-9187  •  www.npes.org
The criticality of marketing supply chains is multiplying on a global level. We’re seeing new challenges and opportunities in brand logistics, demand chain provisioning, multi-channel integration, data-driven personalization, as well as adaptive digital versioning of marketing content, packaging, mailing and merchandising elements. The CMO Council is pleased to convene a select group of members at this Elite Retreat to draw more inspiration and insight from NPES members in these rapidly evolving areas.

—Donovan Neale-May | Executive Director | Chief Marketing Officer (CMO) Council