

★ 2012 GUA Conference Schedule

Schedule subject to updates



TUESDAY, JANUARY 17, 2012

GUA Conference Welcome Receptions

Time	Description	Location
6:00pm - 7:00pm	First Timers Reception	Pelican Foyer / Innovation Technology (Lab)
7:00pm - 10:00pm	Welcome Reception (All Attendees)	Les Continents Room

WEDNESDAY, JANUARY 18, 2012 - DAY 1

Topics: Applications/Business Tools/ Best Practices/Case Studies to Drive Results

Time	Description	Location
7:00am - 8:00am	Registration open	Alligator Room
7:30am - 8:30am	Breakfast	La Salle Ballroom B/C
8:30am - 8:45am	GUA Conference Kick Off and Welcome	La Salle Ballroom A
8:45am - 9:45am	Keynote Address: Kodak - Today and Tomorrow	La Salle Ballroom A
9:45am - 4:30pm	GUA Conference Registration Open	Alligator Room
9:45am - 10:00am	BREAK	La Salle Foyer

★ 2012 GUA Conference Schedule

WEDNESDAY, JANUARY 18, 2012 - DAY 1

Topics: Applications/Business Tools/ Best Practices/Case Studies to Drive Results

Time	PELICAN ROOM I	PELICAN ROOM II	ACADIAN ROOM I	ACADIAN ROOM II
10:00am - 10:50am	Looking Ahead: The Future of Workflow Solutions* (including Prinergy 6 Preview)	A Strategic Roadmap for Becoming a Marketing Focused Provider -Why it is important to make this transition	Packaging Opportunities: What's Next and What Does it Mean to my Business?	High Speed Inkjet Opportunities Deliver Greater Value to Your Clients.- Are You Ready?
11:00am - 11:50am	⋮ continued... ⋮ ▼	Print & Social Media- Round Table Session: Are you maximizing your companies Social Media Marketing Potential & Monetization?	Successful Selling Strategies of Web to Print - What's working ...Case Studies	Do More With Less - Drive Improved Shelf Impact and Production Efficiency in Flexible Packaging
12:00pm - 12:50pm	UNCH: La Salle Ballroom B/C to include Kodak and Partner Round Table Discussions			
1:00pm - 1:50pm	Impacting Your Business Bottom-line? Evaluating the ROI for offset and digital printing?	Print & Mobile Media- Are you maximizing your print campaigns and integrating Mobile Media?	Folding Carton Packaging Panel - Printing with Kodak Solutions	Optimizing Lean Production Process & Capitalize on the Benefits
2:00pm - 2:50pm	Leveraging Cross-Media in Integrated Marketing Campaigns - Round Table	Making Money From Web to Print	Benefits and Limitations of Virtualizing your Workflow	Functional Printing - impact to Commercial Print and Packaging; What design features interest you?

★ 2012 GUA Conference Schedule

WEDNESDAY, JANUARY 18, 2012 - DAY 1

Topics: Applications/Business Tools/ Best Practices/Case Studies to Drive Results

Time	PELICAN ROOM I	PELICAN ROOM II	ACADIAN ROOM I	ACADIAN ROOM II
3:00pm - 3:30pm	BREAK: La Salle Foyer			
3:30pm - 4:20pm	Improve your Productivity and Profitability by Integrating Your Print & Business Workflows	Where is the Money in Print?	Kodak MarketMover Business Advantage Solutions: Consulting Practice Practices for the Print Market	Running a Printing Business Today with Less Skilled Labor - Craft of Art of Science
4:30pm - 5:00pm	Visit the Innovation Technology Lab			
5:00pm - 6:30pm	Evening Chat - Join the Kodak Executive Team in the Lobby Bar			
6:30pm	Free Time / Dinner on own - Enjoy New Orleans Cuisine			

THURSDAY, JANUARY 19, 2012 - DAY 2

Topics: Technology, What's new, How to and tips/tricks to Drive Results

Time	Description	Location
8:00am - 5:00pm	GUA Conference Registration Open	Alligator Room
7:30am - 8:30am	Breakfast	La Salle Ballroom B/C
8:30am - 8:40am	Gold Sponsor - EFI address	La Salle Ballroom A
8:40am - 9:30am	Keynote Address: Getting Business - Opportunities for Commerical Printers and Their Clients	La Salle Ballroom A

★ 2012 GUA Conference Schedule

THURSDAY, JANUARY 19, 2012 - DAY 2

Topics: Technology, What's new, How to and tips/tricks to Drive Results

Time	PELICAN ROOM I	PELICAN ROOM II	ACADIAN ROOM I	ACADIAN ROOM II
9:40am - 10:30am	Print What You Proof - Proof Optimization (MVP, Inkjet, Approval)	Users Panel - Leveraging Digital Printing to Grow Your Business	Driving Success with MarketMover Services & Workflow Optimization	Kodak OEM Color Services for Digital Printing
10:30am - 10:45am	BREAK: La Salle Foyer			
10:45am - 11:30am	Looking Ahead: The Future of Workflow Solutions* (including Prinergy 6 Preview)	Simplify Color Management with Colorflow Software	New Packaging Workflow Options, Screening Technology	Preparing Your Business to Capitalize on New High Speed Digital Printing Solutions
11:30am - 12:20pm	⋮ continued... ⋮ ↓	Streamline and Automate Impositioning - Kodak Preps Software	InSite Prepress Portal - Optimizing the capabilities of Smart Review	Offset Solutions - Where is Kodak Headed?
12:25pm - 1:00pm	LUNCH: La Salle Ballroom B/C to include Kodak and Partner Round Table Discussions			
1:00pm - 1:50pm	Workflow Automation (RBA) and Services	Adobe Acrobat Plug Ins- how to use Compare and Merge, PDF Edit, Dot Shop, Trap Editor	Packaging Printers: Building a Wide Area Workflow	Impacting Your Business Bottom-line? Evaluating the ROI for offset and digital printing?
2:00pm - 2:50pm	RBA Rule Building Contest	NexPress - Updates & Opportunities	How to achieve greater sustainability and business benefits	Spotless for Offset and Flexo

★ 2012 GUA Conference Schedule

THURSDAY, JANUARY 19, 2012 - DAY 2

Topics: Technology, What's new, How to and tips/tricks to Drive Results

Time	Description	Location
2:50pm - 3:10pm	BREAK	La Salle Foyer
3:10pm - 3:40pm	Kodak Executive Bullpen	La Salle Ballroom A
3:40pm - 4:00pm	GUA Update- Board Members - future plans and getting your input	La Salle Ballroom A
4:00pm - 4:50pm	Developer Bullpen	La Salle Ballroom A
6:00pm	SPECIAL EVENING & DINNER EVENT : Second Line to Pat O'Briens On the River	Departing from Intercontinental Hotel, Lower Solarium Lobby, Camp Street Entrance
7:00pm - 7:10pm	Evening welcome at Pat O' Briens	

FRIDAY, JANUARY 20, 2012 - DAY 3

Topics: Industry in 2012

Time	Description	Location
7:30am - 8:30am	Breakfast	La Salle Ballroom B/C
8:30am - 8:40am	xpedx - Gold Sponsor Welcome	La Salle Ballroom A
8:40am - 9:30am	Keynote Address: DRUPA PREVIEW: Industry View and Kodak Preview	La Salle Ballroom A
9:30am - 9:45am	Closing Remarks	La Salle Ballroom A
9:45am - 10:00am	BREAK	La Salle Foyer

★ 2012 GUA Conference Schedule

FRIDAY, JANUARY 20, 2012 - DAY 3

Topics: Industry in 2012

Time	PELICAN ROOM I	PELICAN ROOM II	ACADIAN ROOM I	ACADIAN ROOM II
10:00am - 10:50am	Packaging- Integrating Kodak Flexcel NX System - User Experiences Open Roundtable Participants	InSite Round Table	What is shaping your business?	Digital Printing - Ways to Grow Your Business - Round Table Discussions
11:00am - 11:50am	Commercial - Hot Topics/Round Table Discussions	Partner Session - The Power of Partners...What's new?	Prinerger Round Table Discussion	Benefits and Limitations of Virtualizing your Workflow (repeat session)
12:00pm	Conference Concludes			