



“You orchestrated a great event. We believe the co-location was extremely beneficial and felt it was a success. I believe the attendees to the entire event received a great educational experience. Thank you for allowing this opportunity to come to fruition.”

— Robin Miller, Forms Analyst/Designer, Rapid City Regional Hospital

Oh, it's Magic

By Shari Sabol

DOCUMENT Strategy Forum delivers in its second year

There is a famous saying in sports that is used when describing a player who had a successful first year and is now entering their second: *Avoid the sophomore slump*. Basically, it refers to the player's efforts failing to live up to the standards they set during their first year.

Well, I think it is safe to say that DOCUMENT Strategy Forum didn't succumb to the dreaded sophomore slump. While the economy didn't do any favors for the trade show industry, DOCUMENT Strategy Forum was able to successfully navigate its way to a successful show, attracting 239 attendees, speakers and exhibitors.

“Our success was due in large part to our unwavering commitment to our formula, the creative way in which we build the event, the high-level educational opportunity we offer and the relationships we've been able to forge with our exhibitors,” says Joel Dunkel, president of EventEvolution Management, Inc., producers of DOCUMENT Strategy Forum. Strategically co-located with the BFMA Fall Forms Institute, Shareholder Communications Symposium, Parcel Forum and Mailing Systems Technology Conference, DOCUMENT Strategy Forum was able to attract a high-level, diverse audience across a wide range of industries.

The Forum also incorporated a number of new features that played a role in its success. From increasing the number of conference sessions offered, expanding its educational offerings on the last day and introducing a new format called “Power Sessions,” which allotted 90-minute sessions for content that required more in-depth discussions, all contributed to the conference receiving a 3.6 out of 4.0 satisfactory rating. Conference attendees were also given free crossover privileges between DOCUMENT Strategy Forum, BFMA Fall Forms Institute, Parcel Forum and Mailing Systems Technology Conference, which allowed them to customize their conference by choosing from over 60 workshops and sessions being offered across three events.

From a geographic standpoint, DOCUMENT Strategy Forum attracted attendees from more than 25 states and five countries. “We didn't just sit back and hope for the best, we were proactive in our attendee marketing approach and incorporated new initiatives such as our Conference Travel Rebate Program, which helped us attract attendees from as far away as Australia,” explains Dunkel. The Conference Travel Rebate Program helped attendees justify the cost of attending by covering one night of their stay (a \$240 value) if they registered for the Platinum conference package.



FACTOID:

14% of attendees generate more than 10 million transactional documents per month.

“The event fulfills a real need for a smaller, more personal forum, which major shows/conferences miss. I am a return attendee and will be back next year. Thanks for a great second year!”

— Richard Losch, R3D2 Consulting

ATTENDEE PROFILE

PRIMARY JOB RESPONSIBILITY

- 25% CEO/President/Owner
- 16% Director/Department Head
- 14% CIO/CTO/COO/VP
- 14% Consultant
- 12% Manager/Supervisor
- 09% IS/IT
- 10% Other

AREA OF RESPONSIBILITY

- 54% Management/Strategy
- 51% Content/Form
- 51% Production/Delivery
- 36% Archiving/Imaging
- 29% Transaction/Remittance

AREA OF INTEREST

- 54% Business Process Management
- 46% Document Design
- 40% Imaging/Scanning Software & Hardware
- 39% Print Production Software & Hardware
- 35% Mailing Systems Technology
- 32% Printing Equipment/Services
- 29% Enterprise Applications
- 27% Disaster Recovery & Prevention
- 27% Digital Publishing
- 26% Storage/Archival
- 23% Compliance Software

DOCUMENT Strategy Forum featured an intimate exhibit hall that showcased 25 exhibiting companies, including corporate sponsors Xerox Corporation, Wipro Technologies, BCC Software, NPI and Thunderhead. The exhibit floor also featured a special Shareholder Communications Symposium Pavilion, which showcased companies that were dedicated to helping investor relations and shareholder communications professionals manage the content, creation, production and delivery of their compliance documents.

In addition to the above, the Forum featured Jeffrey Fields, CIO of SafeAuto Insurance Company, as its Opening Day Keynote. Sponsored by Thunderhead, Jeff’s keynote discussed how SafeAuto focused its efforts on modernizing its technology infrastructure and content applications to support the new multi-channel economy in which everyone is operating.

The Forum also featured an Opening Day Networking Reception sponsored by DOCUMENT magazine that took place on the show floor, allowing attendees and exhibitors to socialize in a relaxed setting.

So DOCUMENT Strategy Forum avoided the dreaded sophomore slump in a difficult economy. Can’t wait to see what they do next year!

DOCUMENT STRATEGY FORUM 2010

Our next event will take place September 13-15 at the Hyatt Regency O’Hare in Chicago. To request information on attending, exhibiting, sponsoring or speaking at DOCUMENT Strategy Forum 2010, please call 866-378-4991 or email jdunkel@eventevolution.com.