

FOR IMMEDIATE RELEASE  
April 4, 2011

CONTACT  
Shari Sabol  
Iontheball Marketing & Communications  
Tel: 203-380-2271 x203  
[shari@iontheballmarketing.com](mailto:shari@iontheballmarketing.com)

**AIIM AND GIMMAL PARTNER WITH DOCUMENT STRATEGY FORUM TO PRODUCE  
SHAREPOINT PRACTITIONER CERTIFICATE COURSE, TRACK AND PAVILION**

The annual conference and exposition continues to provide high-level education and strategies for the transactional document and customer communications industry.

**Bridgeport, CT** – [EventEvolution Management Inc.](#), is pleased to announce that it has signed an agreement with [AIIM](#) to sponsor its *SharePoint Practitioner Certificate Course* and [Gimmel](#) to produce a two-day *SharePoint Conference Track* at the upcoming [DOCUMENT Strategy Forum](#), October 24-26<sup>th</sup> at the Hyatt Regency O'Hare, Chicago.

"We (Gimmel) saw an opportunity to work with the DOCUMENT Strategy Forum team to incorporate more SharePoint into their Forum and are delighted to be part of this initiative. Our clients are focusing more on SharePoint as a key part of their document strategies, and the Forum, because of its focus, is a great venue to assemble the speakers and vendors to help organizations build their roadmaps for SharePoint," says Michael R. Alsup, Senior Vice President, Gimmel. "We look forward to working with the DOCUMENT Strategy Forum team to make this a first-rate experience for organizations who are focused on SharePoint for documents, knowledge management, records and collaboration," continues Alsup.

Additionally, the Forum will host *AIIM's SharePoint Practitioner Certificate Course* produced by Gimmel as one of its featured pre-conference all-day workshops. Attendees will get access to supporting online course modules and exam for 6 months and be awarded the *SharePoint Practitioner* designation after passing the online exam. "We are very excited to be working with both AIIM and Gimmel to deliver SharePoint content to our attendees. It's great timing as many end users (attendees) are hungry for solutions as they face SharePoint adoption issues right now," explains Joel Dunkel, President, EventEvolution Management, Inc., producer of DOCUMENT Strategy Forum. "Having two highly qualified organizations such as these help educate our attendees on how to properly plan, deploy and execute a SharePoint strategy into their enterprise is a huge bonus for all involved," says Dunkel.

In support of the Certificate Course and Track, DOCUMENT Strategy Forum will feature a *SharePoint Exhibitor Pavilion* on its exhibit floor that will feature 6 industry-leading companies. In addition to exhibiting, these companies will be showcased as part of the SharePoint Track, covering specific topics and issues related to the implementation of a SharePoint strategy within the enterprise.

In addition to the above, DOCUMENT Strategy Forum will feature a total of six conference tracks; *Forms Management & Design* and *Technology/Process/Workflow* produced and sponsored by the [Business Forms Management Association](#) (BFMA), *Mailing Optimization* produced and sponsored by [Mailing Systems Technology](#) and a *Printing Output* and *Document Strategy* tracks produced by [DOCUMENT](#) magazine.

DOCUMENT Strategy Forum 2011 will be co-located with [PARCEL Forum](#), the premier event for the parcel shipping and logistics industry. Conference attendees will be provided with free cross-over privileges to both conferences and exhibit halls.

To request information on attending, exhibiting in the SharePoint Pavilion at DOCUMENT Strategy Forum, please call 866.378.4991 or email [jdunkel@EventEvolution.com](mailto:jdunkel@EventEvolution.com).

**About AIIM:**

For over 60 years, AIIM has been the leading non-profit organization focused on helping users to understand the challenges associated with managing documents, content, records and business processes. AIIM was founded in 1943 as the National Microfilm Association and later became the Association for Information and Image Management. AIIM is also known as the enterprise content management (ECM) association. Today, AIIM is international in scope, independent and implementation-focused. As the industry's intermediary, AIIM represents the entire industry - including users, suppliers and the channel.

**About Gimmel:**

Gimmel is a nationally recognized consulting, technology services and solutions company serving customers in industry and government. Gimmel collaborates as a trusted advisor to improve our clients' business performance and compliance at lower total costs. We deliver proven Information, Records and Enterprise Content Management solutions built upon the industry's leading technology platforms.

**About EventEvolution Management Inc.:**

Established in 2001, EventEvolution Management Inc. is an event producer/management and consulting firm specializing in professional trade shows and conferences in both the B2C and B2B marketplaces. Partnered with *DOCUMENT*, the leading multi-media source focused on the strategies and hands-on tools for the transactional document and customer communications marketplace since 1992.

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