

FOR IMMEDIATE RELEASE

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CONTACT

Shari Sabol

Iontheball Marketing & Communications

Tel: 203-380-2271 x203

shari@iontheballmarketing.com

DOCUMENT STRATEGY FORUM AVOIDS SOPHMORE SLUMP

The annual conference and exposition for the transactional document industry.

Bridgeport, CT – EventEvolution Management Inc. is pleased to announce that the second annual [DOCUMENT Strategy Forum](#) was deemed a success by all involved. While the economy has had a negative impact on many trade shows across the board, DOCUMENT Strategy Forum was able to successfully navigate its way to a successful show that attracted 239 attendees, speakers and exhibitors.

“Our success this year is due 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. “We didn’t just sit back and hope for the best, we were pro-active in our attendee marketing approach and incorporated new initiatives such as our Conference Travel Rebate Program, which helped qualified conference attendees make a compelling case to attend,” he continues.

Strategically co-located with the [BFMA Fall Forms Institute](#), [Shareholder Communications Symposium](#) and the [Mailing Systems Technology Conference](#), DOCUMENT Strategy Forum attracted a diverse, high-level audience that exhibitors were able to spend quality time with. “Good show, we have real prospects coming out of this show,” said James C. Just, Partner, Imerge Consulting.

DOCUMENT Strategy Forum incorporated a number of new features that played a role in its success. From increasing the number of conference sessions offered, expanding our 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 3.6 out of 4.0 satisfactory rating. “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,” says Robin Miller, Forms Analyst/Designer, Rapid City Regional Hospital. Additionally, conference attendees were given free cross-over privileges between DOCUMENT Strategy Forum, BFMA Fall Forms Institute and Mailing Systems Technology Conference.

In addition to the above, DOCUMENT Strategy Forum featured an Opening Day Keynote sponsored by [Thunderhead](#) that featured Jeffery Fields, CIO, SafeAuto Insurance Company. In his keynote, Jeffery discussed how SafeAuto focused its efforts on modernizing its technology infrastructure and content applications to support the new multi-channel economy everyone is operating in. The forum also featured an Opening Day Networking Reception which was sponsored by DOCUMENT magazine that took place on the show floor allowing attendees and exhibitors to socialize in a relaxed setting.

DOCUMENT Strategy Forum was corporate sponsored with and supported by the [Xerox Corporation](#), [Wipro Technologies](#), [BCC Software](#), [NPI](#) and [Thunderhead](#).

DOCUMENT Forum 2010 will take place September 13-15 at the Hyatt Regency O’Hare, Chicago. To request information on attending, exhibiting, sponsoring or speaking at DOCUMENT Strategy Forum, please call 866.378.4991 or email jdunkel@EventEvolution.com.

EventEvolution Management Inc. partners with [DOCUMENT](#) magazine, the leading publication serving the transactional document marketplace since 1992.

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.

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