

## Seminar on “Personalized, Cross media & VDP solution” 「個人化、跨媒體及可變數據方案」研討會

Date 日期 : 29/4/2013 (Monday 星期一)  
Time 時間 : 10:45am – 11:15am  
Venue 地點 : Forum Area, Hall 6, AWE 亞洲國際博覽館 6 號展館 論壇區  
Language 語言 : English (Simultaneous Interpretation service will not be provided)  
英語 (恕不設即時傳譯服務)  
Remarks 備註 : Free Admission 免費入座



### Programme 程序表

Programme 程序表	
10:30am-10:45am	Registration 登記
10:45am-11:10am	<p><b>Mr. Enda Kavanagh, Asia Pacific Sales Manager, Fuji Xerox</b> 富士施樂亞太區銷售經理 Mr. Enda Kavanagh</p> <p>“Imagine increasing your volume by 30% if you really knew your customer”</p> <p>Personalized, Cross media &amp; VDP solutions bring in Social Media and Multi-Channel Marketing a new way to move forward and create more values for the customers.</p> <p>Through the sharing, you will realize that personalization and cross media is a trend and there will be many examples to be shared on how you can make good use of personalization and Cross media, to grow your business.</p> <p>“有否想過如果你真的了解顧客，你的印量可大覆提升 30%?”</p> <p>個人化、跨媒體及可變數據方案可以為社交媒體及多渠道市場推廣人士提供一個新的推廣平台，為客人增值。是次講座會，各位會了解到個人化及跨媒體是一個世界趨勢，而講者亦會分享多個利用個人化及跨媒體而令企業增長的例子。</p>
11:10am-11:15am	Q&A Session 答問環節

### About the Speakers 講者簡介:

**Mr. Enda Kavanagh, Asia Pacific Sales Manager, Fuji Xerox**

富士施樂亞太區銷售經理 Mr. Enda Kavanagh

Enda has been with Fuji Xerox for over 20 years in a variety of production roles and recently has taken on the role as Sales Manager for Asia Pacific for XMPie. He has seen customers not only grow their business with XMPie but also rebrand their business by using this multi-channel marketing strategy. In the current climate of doubt and uncertainty, what are you doing about future proofing your business?

Enda 在富士施樂有超過 20 年的經驗，現在擔任亞太區銷售經理。他不單止擁有如何利用 XMPie 令業務大覆增長的經驗，更善長利用多渠道市場推廣策略，重新包裝公司。在現今不穩定的商業環境下，投資是對未來最好的保證。



Remarks 備註:

1. Free Admission. Seats are granted on a first-come-first-served basis. 免費入場。座位有限，先到先得。
2. Trade only and persons under 18 will not be admitted. 只接待 18 歲或以上之業內人士進場。
3. The Organisers reserve the right to make any changes without prior notice. 主辦機構保留任何更改之權利而不作另行通告。

Event Organisers 活動主辦機構: