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Leading journal for the global imaging business

Photo Imaging News®



October 21 – 22, 2009

Cologne



# Invitation

2<sup>nd</sup> International Business Forum Cologne

**"Memories are more..."**

GfK Imaging Executive Track

**"Consumers, Convergence, Communication"**

Register now for the

## 2nd International Business Forum, Cologne

### “Memories are more”

October 21 – 22, 2009 at the Koelnmesse Congress Center North, Cologne, Germany. There will be a high-calibre program plus mini trade show.

#### Organizer:

- International Contact
- Photo Imaging News

#### Associated partners:

- GfK Retail and Technology
- photokina world of imaging

## International Business Forum

Top managers of leading imaging companies and respected international experts will share their views on the future of the digital imaging market and present new concepts for marketing the new digital and imaging technologies. All presentations will be in English with simultaneous translation into German.

### GfK Imaging Executive Track

#### “Consumers, Convergence, Communication”

will disclose some of the results of its extensive retailer research and consumer surveys covering how people use their digital devices, communicate with pictures and enjoy photos and videos on TV, the internet and mobile devices.

#### Dinner for guests,

organizers and speakers on the evening of October 21, hosted by photokina world of imaging.

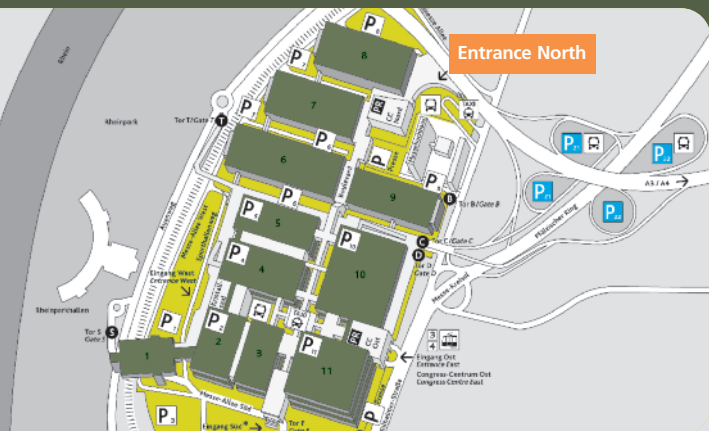
# Preliminary Schedule

## Wednesday, October 21, 2009

International Business Forum	
8.30 – 9.30 a.m.	Registration open / Coffee served / Mini Trade Show open
9.30 – 10.15 a.m.	<b>Opening keynote: Alexandra Gebhardt</b> , Inside Media Networks: “Socializing memories: Growing your business with social media”
10.15 – 11.00 a.m.	<b>Dr. Rolf Hollander</b> , CeWe Color: “The success story of the CeWe Photo Book”
11.00 – 11.30 a.m.	Coffee break / Mini Trade Show open
11.30 – 12.15 p.m.	<b>Nicky Zongrone</b> , Eastman Kodak Company: “It’s time to smile”
12.15 – 1.00 p.m.	<b>Nicolas Series</b> , Kis/Photo-Me: “Instant photo books – instant happiness”
1.00 – 2.00 p.m.	Lunch break / Mini Trade Show open
International Business Forum	GfK Imaging Executive Track
2.00 – 2.45 p.m.	<b>Rainer Bauer</b> , Imaging Solutions: “Upselling memories”
2.45 – 3.30 p.m.	<b>Helen Wilson-Cremer</b> , Personello: “Virtual product videos – the next generation in photo gift marketing”
	<b>Liz Cutting</b> , The NPD Group: “The scenic route – Today’s imaging consumer journey”
	<b>Matt Gibbs</b> , GfK U.K.: “Photo Lab to Facebook Tag – the evolution of image capture, usage and sharing”
	<b>Marion Knoche</b> , GfK Retail and Technology GmbH & Co. KG: “Communication with prints”
3.30 – 4.00 p.m.	Coffee break / Mini Trade Show open
4.00 – 4.45 p.m.	<b>Stephen Giordano, Sr.</b> , Lucidiom, Inc.: “Moving your business and customers beyond print”
4.45 – 5.30 p.m.	<b>Holger May/Pierre Meleuc</b> , HP: “HP and the future of photo-finishing and publishing”
7.00 p.m. – midnight	dinner hosted by photokina world of imaging

## Thursday, October 22, 2009

International Business Forum	
8.30 – 9.30 a.m.	Registration open / Coffee served / Mini Trade Show open
9.30 – 10.30 a.m.	An innovative keynote: How young achievers define “Memories are more” <b>Anabel Erhardt</b> (Foto Erhardt), <b>Michael Poetter</b> (Foto Poetter), <b>Catharina Schorcht</b> (Ringfoto Schorcht); Chairperson/Challenger: <b>Martin Wagner</b> (Sales Director Ringfoto GmbH & Co. KG)
10.30 – 11.00 a.m.	Coffee break / Mini Trade Show open
11.00 – 11.45 p.m.	<b>Stephan Stein</b> , Japan Photo: “Re-inventing photo retailing”
11.45 – 12.30 p.m.	“Retailing is more” ( <b>Michael Gleich</b> , Ringfoto; Representative supplier; Representative online retailer; Representative electronic store)
12.30 – 1.30 p.m.	Lunch break / Mini Trade Show open
1.30 – 2.15 p.m.	<b>Mitch Goldstone</b> , ScanMyPhotos.com: “Twitter: The new way to promote your memory business”
2.15 – 3.30 p.m.	<b>Christoph Bochsler</b> , futureLAB: “Sharing memories: Solutions for the Internet, TV and mobile devices”
3.30 – 4.30 p.m.	Coffee and snacks served in the lobby / Mini Trade Show open



### Location:

Congress Center North of the Koelnmesse Exhibition Center, Cologne, Germany, Entrance North

### Participation Fee:

	Full Registration	Day One	Day Two
	2 Days (21 + 22 Oct)	21 Oct	22 Oct
<b>Regular Fee</b>	800.00 EUR	500.00 EUR	400.00 EUR
<b>Discounted Fee</b>	600.00 EUR	350.00 EUR	250.00 EUR

For registration, please use the link:

German: [http://dl.cat-verlag.de/catw1/business\\_forum09d.pdf](http://dl.cat-verlag.de/catw1/business_forum09d.pdf)

English: [http://dl.cat-verlag.de/catw1/business\\_forum09.pdf](http://dl.cat-verlag.de/catw1/business_forum09.pdf)

or use the enclosed form.

### Hotel Recommendation:

**Dorint an der Messe:** Deutz-Mülheimer-Str. 22 – 24, 50679 Cologne

**Ibis Köln City:** Bruegelmannstr. 1, 50679 Cologne

**Radisson SAS Hotel:** Messe Kreisel 3, 50679 Cologne

If you prefer to book hotels directly, please follow the link:

<https://secure.webres.net/webres/portal4/default.asp?PTID=333&LY4=J&LANG=D&WDAL=XWPLJFTVQINHDSY29K13BEG4C>

Please select "International Business Forum".

### For further information please contact:

[http://www.gfkr.com/markets/photo/executive\\_conference/index.en.html](http://www.gfkr.com/markets/photo/executive_conference/index.en.html)

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