



Idealliance.

BEST PRACTICES ROADSHOW

Idealliance.org/roadshow

NEW Launching in September

On the Road to YOU!



A new program focused on business development and profitable diversification.

About the Roadshow

Based on one of the key findings from Idealliance's 2016 State of the Industry report, sponsored by Canon—there was an immense difference between diversifying and diversifying profitably.

To address this, Idealliance is introducing the Best Practices Roadshow which will travel the country from location-to-location with our team of experts hosting one-day sessions focused on:

- Sales & Growth Strategies
- Technology & Workflow
- Strategy & Leadership

Using a blend of learning tutorial, application panel discussions, and case study interchange in an exercise format, we will explore:

- Best practices to evaluate and guide new product offerings
- Underlying technology needs that support efficiencies and growth
- Understanding financial results to create profitable lines of business
- Strategies to effectively transition businesses for the future
- Managing conventional and digital business lines
- Sales process and hiring sales people for different product lines and markets
- Leadership strategies for the future
- Assessment and planning process

" I regularly see companies struggle—and not infrequently fail—because they follow the crowd into some hot market, service, or technology that was not a good fit. The key is to determine what is, and isn't, an opportunity given my company's specific resources, circumstances, and goals."

— Andy Paparozzi, Idealliance Chief Economist

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Extending the knowledge and power of Idealliance best practices and bringing learning directly to our members.

- Delivered through integrated online and in-person programs.
- Provides a venue for understanding complex best practices.
- Develops local leadership and fosters networking.
- Supports small to medium-sized business executives.

Blended Learning

The Best Practices Roadshow Series blends both online and in-person events to ensure the broadest reach and reinforced learning. Each Best Practice Roadshow comprises three steps:

- 1. Pre-Webinar:** Introduced in a free, 45-minute webinar, the facilitator will outline the program's intent, potential business application and preview issues to be covered.
- 2. In-Person:** A one-day interactive tutorial and workshop scheduled at member city hubs, with facilitated case studies and best practice applications.
- 3. Post-Webinar:** A summary and review post-show webinar to review and reinforce the in-person event takeaways.

Worth the Investment

Course pricing is for one-, two or three- sessions. Discounts are applied to multiple sessions registration, and as always additional discounts provided to our members.

Take this opportunity to **join and save!**

Your membership gives you more than discounts. It gives you access to business resources, industry-focused certification and training programs, specifications, work groups, and our outstanding events—well worth the investment.

More details at:

Idealliance.org/roadshow

Questions?

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One-Day Event

9:00-4:00pm

Locations

Chicago, IL

Dallas, TX

New York, NY

West Coast - TBD

Schedule

Pre-Webinars-
September

In-Person Road Show-
October & Early
November

Post-Webinars-
Early December

Pricing

Member/Non-member

One Session
\$149/249

Two Sessions
\$239/\$399

Three Sessions
\$310/\$525

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