



# Bulletin

Idealliance Monthly News

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## School's in Session — Right at Your Computer

Summer is for learning—and you don't have to go to any hot, stuffy, summer school classroom. Idealliance is sending great business-building ideas right to you with a trio of free summer webinars designed to help you increase profitability.

The class schedule begins with the **"Print Faster and Boost Profit"** webinar from 2 p.m. to 3 p.m. ET on Wednesday, July 26, sponsored by Neopost.

Mike Kull from Neopost's Digital Print Group will take attendees through the evolution of envelope printing technology from its beginnings to today's class of full color inkjet



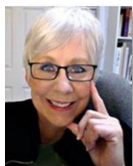
envelope printing systems featuring Memjet technology and what this has meant to the industry and to the companies that have adopted it.

He'll cover the profit-boosting aspects of inkjet, advances in short-run color envelope printing, and the latest U.S. Postal Service promotions that can further reduce postage costs for those equipped to take advantage of them. Lastly, Mike will review three case studies that demonstrate real world stories of lower costs and higher production. To learn more or register for the program, [click here](#).

### Going to Church

On Thursday, July 27, Yvon Prehn, Founder & Director of Effective Church Communications will present a webinar on **"What Churches Print and How You Can Profit from this Huge Market."** Sponsored by Riso, the program runs from 11 a.m. to noon ET and is free to members (non-members: \$49).

Religious organizations are a massive subset of non-profits. There are more churches in every town than any other single kind of business, they never shut down, and they must constantly communicate with their membership. Yet despite this potential, many printers don't know how to market to and serve the church market.



Prehn has worked both with churches and the print industry for over 20 years and in this webinar she will show how to effectively market to and serve this specialized print niche. Attendees will learn about trends that

challenge the print industry's interactions with churches and how to address them successfully, how to approach a religious organization and ask the right questions to determine what they need, the kinds of applications churches print, and the value of seasonal printing. To learn more or register for the program, [click here](#).

### New Services

The summer series wraps up on Aug. 17, from 2 p.m. to 3 p.m. ET, with the webinar, **"Becoming a Communications Service Provider,"** sponsored by GMC Software.



Arianna Valentini, GMC Software Product Portfolio Manager, will discuss how organizations should integrate their core systems to enable high-impact digital communications, and how becoming a communications services provider enables companies to play an integral role in helping their clients meet their Customer Experience transformation objectives.

Webinar attendees will learn how to deliver personalized and dynamic communications across all channels, map their customer's journey, and help clients introduce change where it delivers the most impact. To learn more or register for the program, [click here](#).

[Click here](#) for more information on all upcoming Idealliance webinars.