



# Bulletin

Idealliance Monthly News

August 28, 2017 • Volume 2, No. 8

## Idealliance is on the Road—to YOU!

As Idealliance Chief Economist Andrew Paparozzi points out, in today's industry there is no lack of opportunities—the difficulty is figuring out which opportunities to pursue.

To help companies make the best diversification decisions, Idealliance is launching Best Practices Roadshows, a series of one-day sessions at locations around the country that will be focused on sales and growth strategies, technology and workflow, or strategy and leadership.

Attendees will learn best practices to evaluate and guide new product offerings, underlying technology needs that support efficiencies and growth, strategies to effectively transition businesses for the future, managing conventional and digital business lines, and the sales process and sales staff hiring for different product lines and markets.

### Blended Learning

Taking learning directly to its members, Idealliance will offer a blend of online learning and in-person events to ensure the broadest reach and reinforce learning. Each Best Practices Roadshow includes three sessions:



- **Pre-Event Webinar:** A free 45-minute webinar outlines the program's intent and potential business application and previews issues to be covered.

- **In-Person Event:** A live, one-day interactive workshop and tutorial led by an industry expert and featuring facilitated case studies and best practice applications.

- **Post-Event Webinar:** A summary webinar to review and reinforce the in-person event.

A single course is \$149 for members (\$249, non-members). Discounts apply for multiple course registrations: Two courses, \$239, members (\$399 non-members); three courses, \$310, members (\$525, non-members). For more information, visit [www.idealliance.org/roadshow/](http://www.idealliance.org/roadshow/).

### Best Practices Roadshows: Fall 2017 Schedule

Program	Location	In-Person Event	Pre-Event Webinar	Post-Event Webinar	Sponsor
Sales Process & Staffing for Diversification	Atlanta, Ga.	Sept. 19	Aug. 22	t.b.d.	Konica Minolta
Sales Process & Staffing for Diversification	Melville, N.Y.	Oct. 5	Aug. 31	t.b.d.	Canon, U.S.A.
Technology Needs for Growth and Efficiency	Dallas, Texas.	Oct. 10 & Oct. 11	Sept. 21	t.b.d.	Konica Minolta
Sales Process & Staffing for Diversification	San Francisco, Calif.	Oct. 23	Sept. 20	t.b.d.	Canon, U.S.A.
Sales Process & Staffing for Diversification	San Diego, Calif.	Oct. 24	Sept. 22	t.b.d.	Memjet
Technology Needs for Growth and Efficiency	Chicago, Ill.	Oct. 26	Oct. 3	t.b.d.	Canon, U.S.A.
Webinars recorded for unlimited viewing by program registrants.					

