



## Dscope Quarterly 2010 Editorial Calendar

### **Q1 – Dscope5: No Looking Back – Conference Resources to Help Your Business Move Forward**

Including: keynote and other highlighted speakers; business/sales track; technical track; label and packaging track; large-format sessions

**Drop date:** January 4, 2010

**Content/sponsor deadline:** November 23, 2009

### **Q2 – Business Development**

Including: business development specialists vs. sales people; customer service; specialty products, such as photo and high-margin products

**Drop date:** April 19, 2010

**Content/sponsor deadline:** March 15, 2010

### **Q3 – Automation and Manufacturing – “Print Shop of the 21<sup>st</sup> Century”**

Including: optimizing workflow/end-to-end automation; Web to print order handling; asset management and file backup and archiving; data analysis, management and secure handling; MIS; color management; digital finishing; print quality

**Drop date:** August 3, 2010

**Content deadline:** June 22, 2010

### **Q4 – Human Resources**

Including: government health care and how it affects small businesses; benefits packages; hiring employees (opportunities in printing are more technology-oriented and new employees are costing more, also seeing higher turnover because they aren't as specialized?); database management; coaching managers

**Drop date:** November 2, 2010

**Content deadline:** September 21, 2010

*\*All dates and topics are subject to change*