

invitation

Oooh yes, Target me !

The Management of Xerox Belgium has the pleasure to invite you to the seminar
The One to One to many without risk.

Xerox will present its new project **The One to One Lab** which has been created in collaboration with the Belgian Post.

The Lab is a veritable testing ground, which demonstrates the power and accessibility of data-driven one to one marketing in order to accelerate its acceptance by the marketing communities.

The Lab provides a learning environment to test and compare the results of data-driven one to one direct mail marketing campaigns with traditional direct mail methods.

It is the 6th lab created in the world, and the first in Europe.

Don't miss the opportunity to provide foundation for building relationship with future customers.

Date: Tuesday March 17th

Location: DOLCE, La Hulpe - Brussels

Inscriptions: www.xeroxevent.be

Sponsored by



4.30 pm

Welcome

5.00 pm

The proof of the One to One Concept opportunity

Pierre Collette - Marketing & Communications Director

5.10 pm

The new partnership - The Post/Xerox

Baudouin Meunier - Boardmember of The Belgian Post

5.30 pm

Case studies One to One Pilots

*Hélène Blanchette - Go to Market Strategy Manager
International Business Group Fuji Xerox*

6.10 pm

Revolutionizing Marketing with the right personalized tools

Yaron Mohaban - Vice President, EMEA-XMPie

6.40 pm

The Belgian One to One Lab = How we will work for you

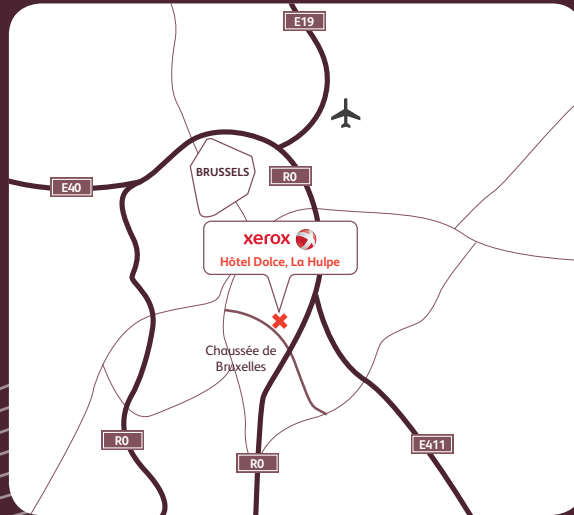
Stephane Jamouille - Xerox Global Services Director

7.00 pm

Cocktail

8.00 pm

Diner



Dolce

Chaussée de Bruxelles, 135
1310 La Hulpe - Brussels