

IPMA 2023 ROADSHOW



Location: Messiah Press
133 West Lisburn Road
Mechanicsburg PA 17055

Date: November 7th, 2023
Election Day

Time: 8:30 am to 4:00 pm

Agenda

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| 8:30 am – 8:45 am | Breakfast – coffee, water, danishes |
| 8:45 am - 9:00 am | Welcome and Introduction
Update on state of the paper industry |
| 9:00 am – 10:00 am | Track 1: In-Plants Diversify to Drive Business Growth, Canon |
| 10:00 am – 10:30 am | Break
Time with Vendors/Explore the shop/Networking |
| 10:30 am – 12:00 pm | Track 1 (In-plants) - 90 minutes: Tools for Traction session with Steve King: How teams can focus on priorities, stay positive, get clear on issues, and gain traction in day-to-day work and as they work towards goals. |
| 10:30 am – 11:15 am | Track 2: Are you a speaker whose voice fatigues or gets hoarse easily? Jenice Riebe, provides tips to help improve and maintain the health of your speaking voice. |
| 11:15 am – 12:00 pm | Track 2: The Critical Role Digital Transformation Plays in Print Marketing Initiatives

Courtney Vitez, SVP Xerox Production

Courtney will discuss the value of leveraging digital transformation in an in-plant operation. |

12:00 pm – 1:00 pm	Lunch Time with Vendors/Explore the shop/Networking
1:00 pm – 2:00 pm	Professional Burnout session with Dr. Kim Deutsch In today's demanding professional landscape, employees juggle numerous roles and responsibilities, often contending with immense pressure that can lead to stress and potential burnout. Literature suggests that to reduce the risk of professional burnout and promote increased satisfaction with work-life balance, we must first increase awareness on what burnout is and reflect on proactive methods to manage job-related stressors. This session focuses on increasing awareness of burnout, its signs and symptoms, and proactive stress management at both individual and organizational levels. Participants will explore relevant literature, engage in practical activities, and formulate concrete goals and action plans, empowering them to reflect on strategies to build a sustainable career.
2:00 pm – 3:00 pm	The Power of Partnerships Dr. Rob Pepper, Executive Director & Assistant to the President for Innovation, Messiah University Participants will be introduced to the “4C’s of Partnerships”: coordination, communication, cooperation, and collaboration. Attention will be paid, and time given to developing an action plan that can be implemented in your specific context.
3:00 pm - 3:30 pm	Turn Your In-Plant Into a Swag Selling Powerhouse, with Swagforce representative
3:30 pm – 4:00 pm	The Critical Role of Print in Marketing Initiatives
4:00 pm – 4:15 pm	Wrap up, Time with Vendors/Explore the shop/Networking