

TIME	MONDAY, JULY 13		
BEFORE NOON	<b>Arrivals at The Boca Raton</b>		
2:30 PM	<b>Canon Americas Customer Innovation Center Tour &amp; Demos</b> <i>Please meet at the Registration Desk at 2:00 PM</i>		
3:30 PM	<b>Canon Americas Customer Innovation Center Tour &amp; Demos</b> <i>Please meet at the Registration Desk at 3:00 PM</i>		
4:00 PM – 5:45 PM 7:30 PM – 9:30 PM	<b>Partner Pavilion Open</b>		
4:45 PM – 5:45 PM	<b>Happy Hour / Partner Pavilion</b>		
6:00 PM – 7:30 PM	<b>General Session / Opening Keynote: A Conversation with Jon Taffer,</b> <b>American Entrepreneur &amp; TV Personality</b> <i>Royal Palm Ballroom</i>		
7:30 PM – 9:30 PM	<b>Networking, Dinner &amp; Cocktails / Partner Pavilion</b>		
TIME	TUESDAY, JULY 14		
7:45 AM – 8:45 AM	<b>Breakfast / Partner Pavilion</b>		
9:00 AM – 10:00 AM	<b>Canon Keynote / Royal Palm Ballroom</b>		
10:15 AM – 11:00 AM	Business Resilience Through Cyber Security: Protecting Modern Print Operations <i>Speaker: Justin Folkerts,</i> <i>COO Supra ITS</i>	Navigating Today's Economic Environment <i>Speaker: Andy Paparozzi,</i> <i>Chief Economist PRINTING</i> <i>United Alliance</i>	Creating New Revenue Streams Through Product Diversification <i>Speaker: Tabrez Rajani,</i> <i>Founder &amp; CEO, Boostt AI</i>
11:00 AM – 11:15 AM	<b>Break</b>		
11:15 AM – 12:00 PM	Using AI to Respond to RFPs <i>Speaker: Cole Medin, Founder,</i> <i>Dynamous AI Mastery</i>	USPS: What to Expect Over the Next 5-10 Years <i>Speakers: Marie Clarke, President,</i> <i>EMA (Envelope Manufacturers</i> <i>Association) &amp; Panel</i>	Improving Print Room Productivity: A Customer Panel <i>Speakers: Kevin Roman, Director</i> <i>Professional Services, Canon &amp; Panel</i>
12:00 PM – 1:15 PM	<b>Lunch / Partner Pavilion</b>		
1:15 PM – 2:00 PM	Adopting AI Across Your Print Business <i>Speaker: Cole Medin, Founder,</i> <i>Dynamous AI Mastery</i>	Preparing For the Future of the Print Market <i>Speakers: Marco Boer, Vice President,</i> <i>IT Strategies &amp; Panel</i>	Improving Print Room Productivity: A Customer Panel <i>Speakers: Kevin Roman, Director</i> <i>Professional Services, Canon &amp; Panel</i>
2:00 PM – 2:45 PM	<b>Break / Partner Pavilion</b>		
2:45 PM – 3:30 PM	Using AI to Respond to RFPs <i>Speaker: Cole Medin, Founder,</i> <i>Dynamous AI Mastery</i>	Next-Gen Print: Fresh Eyes on a Legacy Industry <i>Speakers: Chris Kropac, Jr., President,</i> <i>PCI Group &amp; University Panel</i>	Direct Mail Outlook Panel <i>Speakers:</i> <i>Summer Gould, Account Executive,</i> <i>Neyenesch Printers, Inc. &amp; Panel</i>
3:30 PM – 3:45 PM	<b>Break</b>		
3:45 PM – 4:30 PM	Adopting AI Across Your Print Business <i>Speaker: Cole Medin, Founder,</i> <i>Dynamous AI Mastery</i>	Expanding Service Offerings with Wide Format <i>Speakers: Marco Boer, Vice President,</i> <i>IT Strategies &amp; Panel</i>	<b>See next page for session descriptions.</b>
4:30 PM – 5:30 PM	<b>Happy Hour / Partner Pavilion</b>		
7:00 PM – 9:00 PM	<b>Boca Royale / Harborside Pool</b>		
TIME	WEDNESDAY, JULY 15		
8:00 AM – 9:00 AM	<b>Breakfast / Grand Foyer</b>		
9:30 AM – 11:00 AM	<b>think Wrap-Up / Royal Palm Ballroom</b>		
11:00 AM	<b>Hotel Checkout</b> <i>Luggage can be checked at the front desk bell stand</i>		
11:30 AM	<b>Canon Americas Customer Innovation Center Tour &amp; Demos</b> <i>Please meet at the Registration Desk at 11:00 AM</i>		
12:30 PM	<b>Canon Americas Customer Innovation Center Tour &amp; Demos</b> <i>Please meet at the Registration Desk at 12:00 PM</i>		
1:30 PM	<b>Canon Americas Customer Innovation Center Tour &amp; Demos (for Partners)</b> <i>Please meet at the Registration Desk at 1:00 PM</i>		

## SESSION DESCRIPTIONS

### Opening Keynote: A Conversation with Jon Taffer

*Jon Taffer*

Executive Producer & Host of Paramount Network's "Bar Rescue"

Chairman & CEO of Taffer Dynamics, Best-Selling Author, and World-Renowned Business Mogul

Jon Taffer has spent nearly four decades shaping how businesses drive operational excellence and build high-performing teams. At thINK Ahead 2026, Taffer will translate his decades of turnaround expertise into actionable strategies for the production print community. His keynote will challenge attendees to break through operational stagnation, optimize workflows, and compete in today's evolving marketplace.

### General Session: Canon Update

Step into the future of production print with an exclusive, high-impact presentation from Canon's senior executive leadership. In this highly anticipated Canon Keynote Session, attendees will gain unparalleled insights into the shifting print landscape and the strategic vision driving the industry forward.

Discover how Canon continues to push the boundaries of print technology with comprehensive updates on their newest, industry-leading inkjet innovations. A major highlight of the session will be an inside look at the highly anticipated varioPRINT iV7. Learn firsthand from the executives how this groundbreaking launch is poised to carve out a dynamic new space in the market, empowering print service providers to expand their capabilities.

Don't miss this opportunity to hear directly from the leaders shaping the future of inkjet, and discover how Canon's latest advancements can accelerate your business growth.

### Business Resilience through Cyber Security: Protecting Modern Print Operations

*Justin Folkerts, COO, Supra ITS*

In an era of interconnected production, cybersecurity has evolved from a back-office IT concern into a fundamental operational requirement. This session moves beyond technical jargon to provide a practical, business-centric framework for safeguarding the shop floor, ensuring that a digital disruption doesn't become a permanent production halt.

If you are responsible for business continuity to protect your equipment, reputation, and bottom line, join us to learn more about the six pillars of operational resilience:

- Reality Check: The Myth of the "Small Target"
- Defining "Tier 0" Operations
- Calculating the Real Cost of Downtime
- The 3-2-1-1 Backup Standard for Print
- Navigating Insurance, Compliance, and Client Audits
- The "11:00 PM Friday" Scenario: Managed Detection vs. DIY

### Creating New Revenue Streams Through Product Diversification

*Tabrez Rajani, Founder & CEO, Boostt AI*

Learn how MSPs can expand beyond print to generate and capture more value. With mail evolving and AI enabling change, generating value beyond print to diversity revenue streams is more accessible than ever.

### Navigating Today's Economic Environment

*Andy Paparozzi, Chief Economist PRINTING United Alliance*

Join this session to gain a clearer understanding of the current business climate and discover practical strategies for navigating market shifts to drive growth. Featuring exclusive insights from the latest Alliance Research State of the Industry report, we will explore how AI-predictive analytics can help manage risk and uncertainty. You will leave with actionable steps to build an AI-ready talent pipeline, accurately measure AI's impact on your customer service, and calculate essential customer health scores.

Takeaways:

- State of the Industry Research on Print Industry Key Business Indicators
- Leveraging AI-powered Predictive Analytics for Forecasting and Reducing Risks
- "Must-Dos"

### Using AI to Respond to RFPs

*Cole Medin, Founder, Dynamous AI Mastery*

RFPs are one of the highest-leverage places to put AI to work in a print or mail business. This session walks through a practical AI workflow for reading an incoming RFP, pulling out the requirements, and drafting response sections grounded in your past wins. We'll demo it live using Claude Cowork—the same approach works with similar tools. By the end, you'll have a clear picture of how your team can run RFPs faster without losing the quality that wins them.

Takeaways:

- A Practical AI Workflow for RFP Response Your Team Can Adopt
- How to Turn Your Past Proposals Into a Reusable Library AI Can Draw From
- Where Humans Stay in the Loop – Pricing, Customer Specifics, Final Review

### Improving Print Room Productivity: A Customer Panel

*Moderator: Kevin Roman, Director Professional Services, Canon U.S.A.*

*Panel: Al Abbatiello, IMS; Jonathan Green, Strawbridge Studios*

In today's competitive market, rising costs make improving productivity a top priority for most organizations. This panel will explore how industry leaders are boosting efficiency by leveraging production analytics, advanced press operator training, self-maintenance programs, and other best practices designed to help maximize uptime.

Takeaways:

- How Press Performance Data is Being Accessed and Leveraged
- A Customer Perspective on How Self-Maintenance Improved Their Uptime
- Best Practices on Optimizing Inkjet Press Productivity

### USPS: What to Expect Over the Next 5-10 Years

*Marie Clarke, President, EMA (Envelope Manufacturers Association)*

Join us to learn how perspectives are changing around postal and what influences are shaping the future. Hear about what's working at a cultural level and opportunities for further postal service change around price pressures, delivery reliability, and more. This session will offer diverse points of view from association executive, Marie Clarke, business, and Capitol Hill.

### Adopting AI Across Your Print Business

*Cole Medin, Founder, Dynamous AI Mastery*

AI delivers the most value when it isn't stuck in one corner of the business. This session is about adopting AI across the whole organization—sales, operations, marketing, customer service—and the use cases that actually move the needle in each. We'll cover real examples like email, research, internal docs, and customer comms; demo a few of them in Claude Cowork; and talk through the policy work that needs to happen alongside the rollout so customer data and IP stay protected.

Takeaways:

- A Clear Picture of Where AI Fits Across the Functions of a Print or Mail Business
- Concrete Use Cases You Can Take Back to Your Team and Start on This Quarter
- A Short Policy Framework So You Can Roll Out AI Without Creating New Risk

### Preparing for the Future Print Market

*Moderator: Marco Boer, Vice President, IT Strategies*

*Panel: Gina Danner, NextPage; Bryan Baker, Conduent; Cam Itella, Vivid Impact*

The print industry is evolving faster than ever, and production inkjet is leading the charge as a top growth platform. But what comes next? Join our expert panel as they reveal the cutting-edge strategies and new services their organizations are rolling out to future-proof their businesses and stay ahead of the curve.

Takeaways:

- How to Maximize Your Inkjet Advantage
- Cross Section of Views on the Future Print Market
- Strategies to Help Optimize and Prepare Your Organization for the Future

### Direct Mail Outlook Panel

*Moderator: Summer Gould, Account Executive, Neyensch Printers, Inc.*

*Panel: Tonya Spiers, President of Knight Abbey; John Young, Bluegrass Integrated Communications*

This session will explore how direct mail compares to other marketing channels, why consumers continue to prefer it during key moments, and what physical mail delivers that digital simply cannot. Learn how your peers are positioning direct mail as an essential component of modern marketing strategies, and gain fresh insights into communicating its unique value to align with evolving client objectives.

Takeaways:

- How Direct Mail is Perceived by Today's Marketers and Consumers
- Successful Strategies for Positioning Direct Mail into the Overall Marketing Mix
- Best Practices for Managing Integrated Marketing Campaigns

### Next-Gen Print: Fresh Eyes on a Legacy Industry

*Moderator: Chris Kropac Jr., President, PCI Group*

*Panel: Dr. Weiss, Professor, Clemson University; and Students*

The future of the print industry is actively being shaped by its newest generation of professionals. These soon-to-be graduates bring fresh, innovative perspectives that are crucial for today's businesses to understand and embrace. This session explores the modern landscape of print education, highlighting the hands-on experiences and emerging trends today's students are focused on. Attendees will gain actionable insights into the evolving expectations of this new workforce, discovering exactly what young professionals value most in their careers and look for in a future employer.

### Expanding Service Offerings with Wide Format

*Moderator: Marco Boer, Vice President, IT Strategies*

*Panel: Dave Bryson, Hillsboro School District; Gina Danner, Nextpage*

Everyone is looking for net-new revenue, and wide-format printing remains one of the most attractive, high-margin opportunities in the industry. However, given its diverse scope of applications, it can also be complex to produce and install. This panel will explore how a diverse group of providers are successfully leveraging wide-format printing to expand their capabilities and deliver higher-value solutions to their clients.

Takeaways:

- Gain a Better Understanding of the Wide Format Market Projections and Opportunities
- How Companies Have Successfully Implemented and Leveraged Wide Format
- What Are Some of the Challenges of Expanding Your Wide Format Services

### thINK Wrap-Up

Join thINK Board of Directors and Canon executives to reflect on impactful insights from the event and preview what's next in the thINK community.