

For Immediate Release

Xplor and Insight Forums Address Need for Intensive Training Together They Will Cover New Technology Challenges

Lutz, FL — April 2, 2013: Xplor International, the worldwide electronic document systems association, today announced the formation of a training partnership with Insight Forums for delivery of onsite training to printing professionals seeking to adapt to new technologies and expand into new markets. Insight Forums has launched a series of training modules covering vertical market trends, designing effective and efficient mail, positioning new technologies, strategic sales and operations, and other business performance improvement (BPI) topics.

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“We are excited to have Insight Forums as a training partner to bring the Xplor values of continuous learning onsite to our members,” says Skip Henk President/CEO of Xplor International. “We recognized a need for a deeper level of training than is possible in a public forum and believe that the training content developed by Insight Forums will be very valuable to Xplor members and their expert trainers are well known in the industry.” Xplor members will receive a 10% discount on training from Insight Forums and attendees will earn education credits in the Electronic Document Professional (EDP) Program for each module of Insight Forums training completed.

“Expanding capabilities in inkjet printing as well as new electronic delivery and payment technologies are disrupting business models for printers large and small,” says Elizabeth Gooding, President of Insight Forums and their wholly owned subsidiary, Gooding Communications Group. “We applaud Xplor for recognizing the need for more intensive training options and are very pleased to be their selected partner to fill the void.”

Senior managers today need support in evaluating new technology and related market opportunities while their sales, operations, and design teams need new skills to go along with the new technology. Leveraging trainers who have 20 or more years of experience in their field of expertise, including evaluating and implementing new print and online services for major organizations, Insight Forums training is intended to turn technology investments into revenue opportunities quickly and efficiently. From tactical courses like “Designing Transaction Mail for Inkjet” to strategic courses such as “Expanding into the Online Market” or “Preparing for New Technology Implementation” all courses are customized to meet the needs of attendees and address specific, real-life concerns in a private setting. For more information on available training, please visit www.InsightForums.com/Learn.



About Xplor International

Xplor International is a worldwide, not-for-profit professional association that consists of thousands of users and suppliers of the products and services that create, modify, and deliver customized information using a wide variety of document technologies. The association provides educational products and programs for its members and the industry at large through conferences, meetings and annual events. Xplor International has its worldwide headquarters in Lutz, Florida with affiliated offices around the world. Further information is available at www.xplor.org.

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About Insight Forums

Insight Forums Conferences and Exhibitions LLC (Insight Forums) is a news and information exchange for business communications professionals that invests in research, training content and group networking sites to identify and document processes and solutions that can reduce the cost of business communications while simultaneously increasing their effectiveness. Visit www.InsightForums.com or call 1-800-886-2196 for more information.

Consulting services are offered through Gooding Communications Group, a wholly owned subsidiary of Insight Forums. For more information on consulting services, please visit www.GoodComm.net.