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Annual Dscoop EMEA Event Highlights Importance of Print Community

CHICAGO – Print service provider executives from all over the world gathered at the 2014 Dscoop EMEA event: Grandmasters Summit 25-27 June at the Corinthia Hotel in Budapest, Hungary. The event was a resounding success with attendees from more than 21 different countries.

The conference featured 5 educational workshops led by industry experts across 5 topic areas: leadership, growth strategies, marketing and sales, service design and employee engagement and retention. Attendees seized the opportunity to explore these topics with their peers and exchanged best practices to strengthen their business strategy and drive results. All education sessions were co-developed by Dscoop University, the new learning portal available exclusively to members that was unveiled earlier this year at Dscoop9 in Orlando, Florida.

“Grandmasters Summit was different than what attendees experienced at Print Grand Prix in Rome last year,” said Peter Van Teeseling, Dscoop EMEA Director. “This more intimate event was focused on interactive activities, discussions and learnings that our members could take away and immediately apply to their own businesses. We have already gotten a lot of positive feedback that the small group half-day workshops helped to address real-world challenges in our industry.”

“We knew that with the Rome event just happening last November, we would need to change the overall format of the event to create a new and unique experience for attendees,” said Cees Schouten, Grandmasters Summit Chairman. “With networking being a core value of Dscoop events, we wanted our attendees to feel connected whether through the round-table discussions, workshop groups or during breaks. The intimate collaborative format of this event supported that.”

On Wednesday, 25 June, HP hosted Opening Move which was a half day of activities including a local PSP site visit or a label and packaging session. Attendees were given a choice during registration which one they wanted to attend.

Additional highlights from Grandmasters Summit included:

- [Dscoop University](#) unveiled the new online portal with EMEA sourced content and platform available in German.
- The Tell Your Story Sales Program was introduced in Wednesday’s opening plenary session. This Kit includes four guides which outline a 12 week sales and marketing campaign. The sections include: campaign branding and co-branding, marketing and promotion and social media, coordinating customer events, and post event and sales advancement. The guides are free to download, and premium kits (including digital files and printed samples of the 100+ assets) can be purchased by visiting Dscoop.org/TellYourStory.

- Dscoop Grandmasters Summit Conference Chairman Cees Schouten announced the location for the 2015 conference. This event will be held June 3-5 2015 in Dublin, Ireland, and feature an expanded selection of education sessions and a full solutions showcase. This will be the largest event in EMEA for HP Graphic Arts users in 2015.
- Dscoop hosted a futbol viewing party on Thursday. Attendees and Partners enjoyed food and drinks while they watched Germany versus the USA in the World Cup Group G match.

More details on next year's Dscoop EMEA event will be available in the coming months. For more information about Dscoop EMEA, please visit Dscoop.org/EMEA.

About Dscoop

Founded in 2005, Dscoop (the Digital Solutions Cooperative) is an independent global community of graphic arts business owners and technical professionals who use HP equipment and related solutions, including Indigo and Scitex. Dscoop is focused on educating and connecting its members with each other and with HP to improve members' business growth, efficiency and profitability. To learn more about Dscoop, visit www.dscoop.org.