



Greetings

We have all been inundated with e-mails from a variety of companies, some known to us and some total strangers asking, in one way or another, to allow them to keep our records on their database in accordance with their view of GDPR requirements. Many recipients of such messages have taken great pleasure in unsubscribing particularly from businesses never heard of before.

All these companies have built up databases over the years and in many instances have never used the information they hold. Now as a result of the new legislation they have made contact asking to continue the "relationship" even if it is non-existent.

This highlights the necessity to keep in touch with customers and prospects so that they want to hear from you and of course the most effective way of doing this is through printed collateral. It is very easy to delete an email before reading it but when it comes to attractive printed matter we are more likely to, at the very least, see what it is all about and this obviously provides some opportunities for our industry.

The attractiveness and impact of print can be witnessed at the forthcoming award ceremonies and we wish the very best of luck to those who have submitted items to be judged.

Message from Mike



Great Day for Print Requirement

Now that GDPR is a reality – every printer must use this opportunity to excite customers with our offerings.

WHY?

Because for all the heartache and hassle of complying with the new Data Protection Act – Print **REMAINS** an opt out communication tool. Providing an individual has not opted out of mailings – and there is an easy and obvious means of doing so – it is still legitimate to send them a mailing.

So, what are we waiting for?

As a first step – we should mail our own customers. Practice what we preach. Be innovative – enclose a scratch card – or show how the tactile nature of print can command attention – with an array of folds and finishes at our finger tips.

If you have not already done so – form a close relationship with a mailing house – who can use discounted postage costs. Observe good marketing practice – run the lists against the Mailing preference Scheme.

It is not about us – it is always about our customers. Our offerings should be relevant and timely. You may not need to address to the individual – but to the position (e.g. managing director) – if our proposition is strong.

Carpe Diem

Mike

Mike Moradian is BAPC Deputy Chair and CEO of Print Express London

Business News

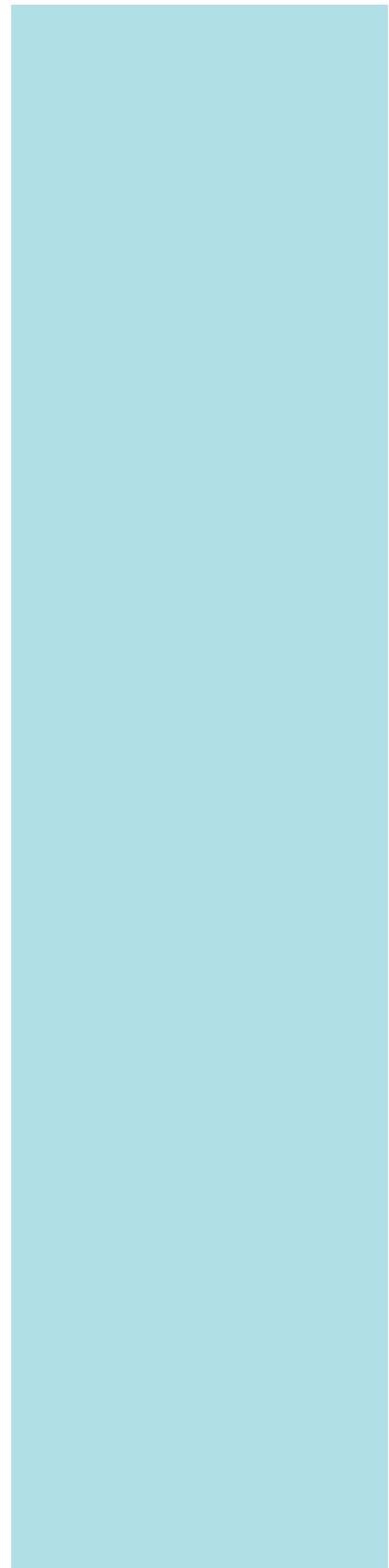
P11D deadline – 6th July 2018

The forms P11D which report details of benefits and some expenses provided to employees and directors for the year ended 5 April 2018, are due for submission to HMRC by 6 July 2018. The process of gathering the necessary information can take some time, so it is important that this process is not left to the last minute.

Employees pay tax on benefits provided as shown on the P11D, generally via a PAYE coding notice adjustment or through the self-assessment system. Significant changes were introduced to the rules for reporting expenses from 6 April 2016.

HMRC produce an expenses and benefits toolkit. The toolkit consists of a checklist which may be used by advisers or employers to check they are completing the forms correctly.

It is recommended that you consult with your accountants on this matter.



Tips from Nigel Toplis



Gaining New Business – an Aide Memoir

Sometimes we are all just too busy with our noses to the grindstone to take the opportunity to sit down and think about how we get new business. We know what we should be doing but sometimes it's hard to get motivated or we get a bored with doing the same old things, even though we know they work.

Whether it's existing customers or new customers the key to growing your business is get into contact, build communication and get in front of them.

For existing customers, it is about building a relationship and developing your key accounts which over time will reap the greatest rewards.

Getting new business from new customers is all about structure, focus, good organisation and a bucket of persistence.

You cannot spend equal resources across the board – you need to invest the most where you think you will get the best return – HOWEVER you also cannot afford to leave the hopper empty; it needs constant topping up; new customers need to be recruited regularly and so activity needs to be constant.

But if we want to run a successful business there are certain things we need to recognise and certain things we need to do.

Firstly, we need to understand that a business rarely grows in a linear fashion – but rather in steps. By and large we get a step change when we do something extra – not necessarily something new, different or inventive – but just by the simple act of doing something!

Here are my top tried and tested initiatives that **will** bring you business.

- **Make appointments to see customers** – to save time and increase effectiveness use a focused programme of activity such as the Grunt Programme 20-week Grunt Programme is designed to provide structure, repeatability and focus.
- **Get networking** - BNI, BOB, BRE, Chamber of Commerce and other business clubs are all good and proven options. The trick is to spend 18-24 months in the group, build a relationship with your best contacts and go onto another group. NOT networking is NOT a sensible option even if you don't like doing it!
- **Ask for referrals.** In past research 90% of existing customers said that if asked they WOULD refer. We may not be good at it but with friends, colleagues, suppliers, customers we have the opportunity to gain warm introductions.
- **Make the most of PR and Social Media.** These are high impact and free - you should use every opportunity to get your name in front of potential buyers.
- **Sign up to email marketing.** With the Central Marketing Programme, you can be sure that every month your customers building awareness of your business and of the products/services you provide.
- **Go on a marketing walkabout** – I prefer to call this 'greet, give and go' because the process should NOT involve selling but rather it is a means of introducing yourself to customers, for leaving your brand behind and for collecting important information about the customer
- **Do a direct marketing campaign** – I love direct marketing because you can target who gets the message, budget actual cost, control when you market, for how long and to whom and most importantly if we follow up the mailing we can measure the effectiveness. Direct marketing is an ideal communication tool for keeping customers informed, for generating brand awareness and for putting something in front of customer (A-z, catalogue, flyer) that just might get them interested in buying or at least thinking about their next event. You can be as classical or as inventive as you want with direct marketing. In our business, we know that the more personal you are, the more intimate you are with the mailing then the better the response and the more likely you are to get a positive response from the customer.
- **Maximise your website.** Websites work in many ways – provide information and expertise, generate awareness, create brand value and are useful for creating noise in the marketplace.

Nigel

Nigel Toplis is CEO of The Bardon Group

The Printing Charity-Annual Lunch



Lionel Barber, Editor of the Financial Times to speak

Lionel Barber, Editor of the Financial Times and The Printing Charity's 2018 President, is this year's guest speaker at the charity's Annual Luncheon on Thursday, 22 November, at Stationers' Hall, London.

The Printing Charity's Annual Luncheon, now in its 191st year, has always been an opportunity for people in the industry to network with colleagues and friends, as well as listen to the guest speaker's insights into 'The Printed Word', and hear about what the charity is doing.

Neil Lovell, The Printing Charity's Chief Executive, says: *"Our guest speaker, Lionel Barber, is at the helm of an organisation embracing traditional media and the digital age. He has helped position the FT as one of the first publishers to successfully transform itself into a multichannel news platform. We look forward to an enlightening address.*

"We would like to thank Agfa for sponsoring the event's drinks reception and we look forward to welcoming our industry friends and supporters to our 191st Annual Luncheon."

Tickets for this ever-popular Annual Luncheon cost £99.50 per person. To book tickets, please email lucy@theprintingcharity.org.uk or call 01293 649 367.

Information from Antalis

This summer there are over 15 workshops taking place at the Antalis Academy. All are tutored by independent experts with knowledge and passion in their respective fields.

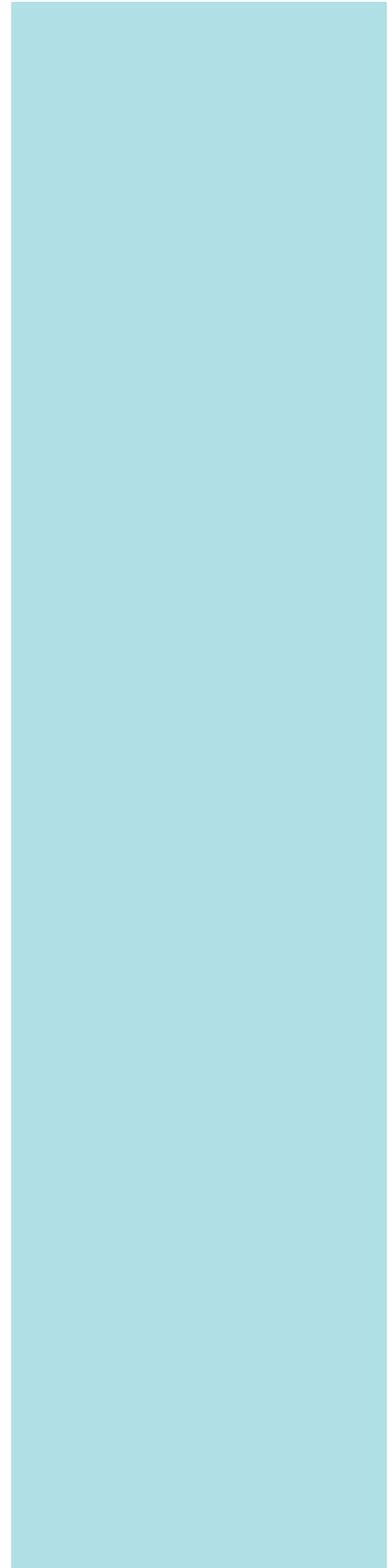
Following on from our successful Décor Live workshops at the recent Sign & Digital show, our resident expert Tom Earthrowel will return next week for two **Digital Wallcoverings Applications** workshops; there are still a couple of places available if you are interested. We will also be working with our machine partners Granthams and Revolution Digital on the **Colour Management**, **Know Your Mimaki** and **Roland Versaworks Advanced** workshops.

In terms of software we have further **Corel** and **Onyx** workshop and Greg Young from Infigo returns again to deliver the **Web To Print And Digital Engagement** workshop.

If you have UV Flatbed printing equipment, you may well benefit from attending the **Introduction to Static Control in Digital Print** workshop.

On the Business Coaching front, Matthew Parker will deliver his hugely popular **Successful Social Media For Print Sales People** and **Moving Away From Commodity Print Sales** workshops

Full details of all the workshops on offer can be found at <https://www.digital2business.co.uk/antalis-academy/>



Looking forward...

Date(s) - April - July 2018

Event - **A series of workshops (organised by Antalis)**

Details - www.digital2business.co.uk/antalis-academy

Date - 21st June 2018

Event - **Print Design & Marketing Awards**

Venue - Silver Srturgeon, River Thames

Details - www.paperandprint.com

Date - 28th June 2018

Event - **Duplo's Dufest Summer Festival**

Venue - Duplo, Addlestone, Surrey

Details - www.duplofest.co.uk

Date(s) - 18th - 20th September 2018

Event - **The Print Show**

Venue - NEC, Birmingham

Details - www.theprintshow.co.uk

Date - 6th November 2018

Event - **Power of Print Seminar**

Venue - Stationers' Hall, London

Details - www.powerofprint.info

Date - 15th November 2018

Event - **Digital Printer Awards**

Venue - Marriott Hotel, Grosvenor Square London W1

Details - www.paperandprint.com

Date - 22nd October 2018

Event - **Printweek Awards**

Venue - Grosvenor House, Park Lane, London

Details - www.printweekawards.com

Date - 22nd November 2018

Event - **Printing Charity Annual Luncheon**

Venue - Stationers' Hall, London

Details - E-mail lucy@theprintingcharity.org.uk or call 01293 649367