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DOCUMENT STRATEGY FORUM BUILDS ON ITS SUCCESS AS A BUSINESS USER-FOCUSED CONFERENCE

The annual conference and exposition continues to provide high-level education and strategies for the transactional document and customer communications industry.

Bridgeport, CT – EventEvolution Management Inc. is pleased to announce that the third annual [DOCUMENT Strategy Forum](#) was a resounding success and once again delivered a business-driven environment for the most active and thoughtful document professionals in the market today. Offering real peer-to-peer networking and concrete professional training, the [DOCUMENT Strategy Forum](#) attracted 248 verified attendees (excluding exhibitor personnel).

“We were pleased with the attendance at the Forum especially given the economy and the fact that many companies have instituted travel bans for their employees. The fact that we were able to attract attendees from seven countries and 26 states, speaks volumes to the quality content we produce and the companies associated with the event,” said Joel Dunkel, President, EventEvolution Management, Inc., producer of DOCUMENT Strategy Forum.

Understanding the importance of continuing education and growing cost burdens to organizations, the DOCUMENT Strategy Forum once again co-located with the [BFMA Forms & Technology Conference](#). Conference attendees were given free cross-over privileges between both the DOCUMENT Strategy Forum and the BFMA Forms & Technology Conference. This strategic partnership offered document professionals a chance to attend more than 55 workshops, sessions and panel discussions over a period of three days.

The DOCUMENT Strategy Forum continued to build on the success of its conference that consistently provides high-level, user-focused education and training for today’s transactional and customer communications. Its dedication to real business solutions contributes time and again to the Forum’s high conference marks by attendees, giving this year’s “Speaker Knowledge” and “Content” a 3.8 out of 4.0 satisfactory rating. “I found the conference to be enjoyable and helpful,” said Gerald Edwards, Director of Content Management, Emblem Health.

In addition, the DOCUMENT Strategy Forum was proud to host well-respected industry analysts and experts from [Forrester Research](#), [Gartner Research](#) and the [United States Postal Service](#) for their special keynote addresses. The DOCUMENT Strategy Forum featured a Breakfast Keynote, sponsored by Pitney Bowes Business Insight, by *Steve Monteith*, Manager, Transactions & Correspondence, USPS, an Opening Day Keynote, sponsored by Thunderhead, by *Kimberly Harris-Farrante*, VP Distinguished Analyst, Gartner Research and concluded with the Closing Day Keynote, by *Craig Le Clair*, Principal Analyst, Forrester Research.

Offering peer-to-peer networking events, such as breakfast networking roundtables and the Opening Night Reception, sponsored by RenderX, notable industry experts’ reports on market conditions and comprehensive education sessions, the DOCUMENT Strategy Forum provided attendees a truly business-focused experience. “I would recommend this Forum to our product management organization,” said Adam Sortino, CSG Systems.

DOCUMENT Strategy Forum was corporate sponsored with and supported by [Xerox](#), [HP Exstream](#), [Thunderhead](#), [RenderX](#) and [Pitney Bowes](#).

DOCUMENT Forum 2011 will once again be co-located with BFMA Forms & Technology Conference and PARCEL Forum, October 24-26, 2011 at the Hyatt Regency O’Hare, Chicago. To request information on attending, exhibiting, sponsoring or speaking at DOCUMENT Strategy Forum, please call 866.378.4991 or email jdunkel@EventEvolution.com.

About EventEvolution Management Inc.

EventEvolution Management Inc. partners with [DOCUMENT](#), the leading multi-media source focused on the strategies and hands-on tools for the transactional document and customer communications marketplace since 1992.

Established in 2001, EventEvolution Management Inc. is an event producer/management and consulting firm specializing in professional trade shows and conferences in both the B2C and B2B marketplaces.