



*FOR IMMEDIATE RELEASE*

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### **thINK 2018 Announces Keynote Speakers for Fourth Annual Conference**

*From inspiring keynotes to hands-on workshops and product demos, the thINK 2018 inkjet user conference will be packed with networking and learning opportunities*

**BOCA RATON, FL., August 6, 2018** – [thINK](#), an independent community of Canon Solutions America production print customers, today announced that Ted Rubin will keynote at the thINK 2018 General Session.

A leading author, social marketing strategist, brand evangelist, acting CMO of Brand Innovators and Co-Founder of Prevailing Path, Ted will share details around his coined term Return on Relationship™, a concept he believes is the cornerstone for building an engaged multi-million member database and community. Ted demonstrated success with this concept as CMO of e.l.f. Cosmetics, Social Marketing Officer for OpenSky and as Chief Social Marketing Officer and partner for Collective Bias's Advisory Board.

thINK 2018 closing keynote will feature Jamie Clarke, Performance Coach for the 2018 Stanley Cup Champion Washington Capitals, Renowned Everest Adventurer & CEO of LiveOutThere.com. One of a handful of people in the world who have climbed the Seven Summits — including two summits of Mt. Everest — Jamie is the creator of the successful outdoor retail company, LiveOutThere.com, which has been named one of Canada's fastest growing businesses. Illustrating strong similarities between leading an expedition and an organization, Jamie demonstrates the power of teamwork, innovative thinking and an entrepreneurial spirit to conquer any goal. A captivating storyteller with high energy, humor and palpable passion, Jamie's insights have led companies like IBM, Audi and Kraft to seek out his expertise on leadership, team building and perseverance. Jamie will deliver memorable and relevant takeaways about defining and achieving success, effective leadership in dynamic environments and aligning your team to overcome obstacles.

“We are excited to bring the combined expertise of Ted Rubin and Jamie Clarke to the thINK event,” said Victor Bohnert, thINK Executive Director. “Ted will elaborate on a strategy he developed called ROR or Return on Relationship — which really reflects one of thINK’s core missions which is connecting people in the industry. Jamie will share his leadership strategies for teams in varying environments — which includes expeditions to the top of Mt Everest, or helping a team win the 2018 Stanley Cup! Both will give attendees takeaways that they can use to move their businesses forward.”

“Bringing these powerful speakers to thINK is possible due to the overwhelming response we have had from the thINK community, both members and partners,” said Todd Roth, thINK 2018 Conference Chair, “This is our fourth annual thINK conference and once again, we will be at capacity — the thINK 2018 conference will soon be sold out like in prior years. Sponsorship opportunities for thINK 2018 have been sold out for some time now. The level of interest and engagement from the inkjet community is what enables and inspires us as thINK board members to put together such a powerful conference each year.”

In addition to inspiring keynote speakers, thINK guests will benefit from a full day of informative sessions, customer experience center demo tours and numerous networking opportunities with peers and partners. In addition, new this year, thINK attendees can participate in hands-on workshops across *End-to-End Workflow Solutions, Media & Inks, Color Management, Sales Strategies and Marketing Techniques*. Also new to thINK 2018 will be the first annual *Inkjet Innovation Awards*, designed to recognize Canon Solutions America production print customers who are pushing the boundaries of this game-changing technology. Judges will be looking for the degree of “winnovation” used in each entry including design aesthetics and business effectiveness, as well as the degree of innovation used in the printed piece.

### **About thINK Forum**

thINK is an independent community of Canon Solutions America production print customers, solution partners, and print industry experts, and Canon Solutions America is a proud executive sponsor. Led by some of the most successful inkjet service providers in the country, it provides a forum for members to network, gain knowledge, discuss common challenges, and share best practices. For more information, visit [thinkforum.com](http://thinkforum.com).

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