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Cathedral Corporation Is Featured Presenter at Thought Leadership Workshop on Transpromo Communications

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ROCHESTER, NY -- Rome, NY-based Cathedral Corporation, a national provider of transactional documents, customer care communications and personalized direct mail and e-marketing programs, was a featured presenter at a thought leadership workshop on transpromo communications hosted by Xerox Corporation.

The workshop featured presentations by several industry experts and was designed to help customers better understand the trends, tools, and technology needed to make the most of the growing transpromo market. Transpromo is a method of blending promotional marketing messages with transactional statements such as invoices, confirmations, benefits explanations, and other notifications in order to influence customer behavior and ultimately drive business volume.

Cathedral's Senior National Accounts Manager Steve Miller and Executive Vice President of Operations Aart Knyff delivered a presentation to more than 100 workshop attendees that focused on developing and delivering a transpromo campaign from an operational and marketing perspective. The presentation highlighted a number of Cathedral's successful transpromo campaigns and offered proven industry guidelines designed to help promote the concept of transpromo to customers.

"This powerful two-day workshop demonstrated how new transpromo strategies and technologies are effectively transforming traditional transactional documents into effective marketing communications," Miller said. "By providing customer case studies and testimonials, attendees could begin to see how corporations, print providers and advertising agencies are increasingly incorporating these types of programs into their marketing mix and with great success." Cathedral Corporation's long and distinguished history of providing transactional documents, direct mail and data management services has made them a pioneer

in the transpromo industry, which led to an invitation to serve as a featured presenter at the workshop.

“The expertise from Cathedral Corporation brought great value to workshop attendees,” said Barb Anselm, vice president of Customer Engagement, Production Systems Group, Xerox Corporation. “Having a leader in transpromo communications enabled customers to get up-close insight into this growing segment.”

For additional information, please call 315- 356-6285 or visit online at www.cathedralcorporation.com.

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About Cathedral Corporation

Cathedral Corporation serves for-profit and non-profit organizations that require expert data management for highly accurate and integrated customer communications. Services include invoice and statement printing and mailing, e-statement presentment, electronic invoice and statement archiving, check printing and mailing, direct mail, and Church Stewardship services. Cathedral Corporation employs 175 people and is headquartered in a 55,000 square-foot facility at Griffiss Business and Technology Park in Rome, New York, with additional facilities in Lincoln, Rhode Island, and Buffalo, New York.