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**PROKOM**  
KONICA MINOLTA USER COMMUNITY



## What is PROKOM?

**PROKOM is a member organisation of Konica Minolta users run by the members for the members.**

Our aim is to build an environment for business transformation and grow a community of profitable businesses through education, networking and shared experience.

In a 24/7 online world, the future of print is evolving and becoming increasingly challenging. PROKOM helps its members by supporting them with key information, business tools, strategic direction and the practical help they need.

At PROKOM we're passionate about improving our members' businesses. Our hands-on approach involves continuous development, constant feedback and knowledge sharing. PROKOM members are our greatest asset and we're dedicated to investing in their future, in the most effective ways possible.

“ I believe in the PROKOM community – it's a game changer for anyone who is a Konica Minolta user. It represents a significant investment by the PROKOM team into my business. At a membership level it will help all of us to grow and represents great value for money. I'm excited about the opportunity ahead and look forward to meeting all the members. ”

Andy Barber, PROKOM Chairman

## The three fundamentals

Print needs to be professional, productive & profitable, which is why everything we do is geared towards achieving these essential criteria. We deliver them through the following support mechanisms:

- ▶ Practical support and advice provided by Konica Minolta and industry experts
- ▶ Operational improvement blueprints
- ▶ Sales and growth strategies
- ▶ Business transformation solutions
- ▶ Networking events and special interest groups
- ▶ 1-1 consultancy modules for fast-track implementation.

## Membership levels

There are two levels of access to PROKOM content and support:

### PROKOM Blue

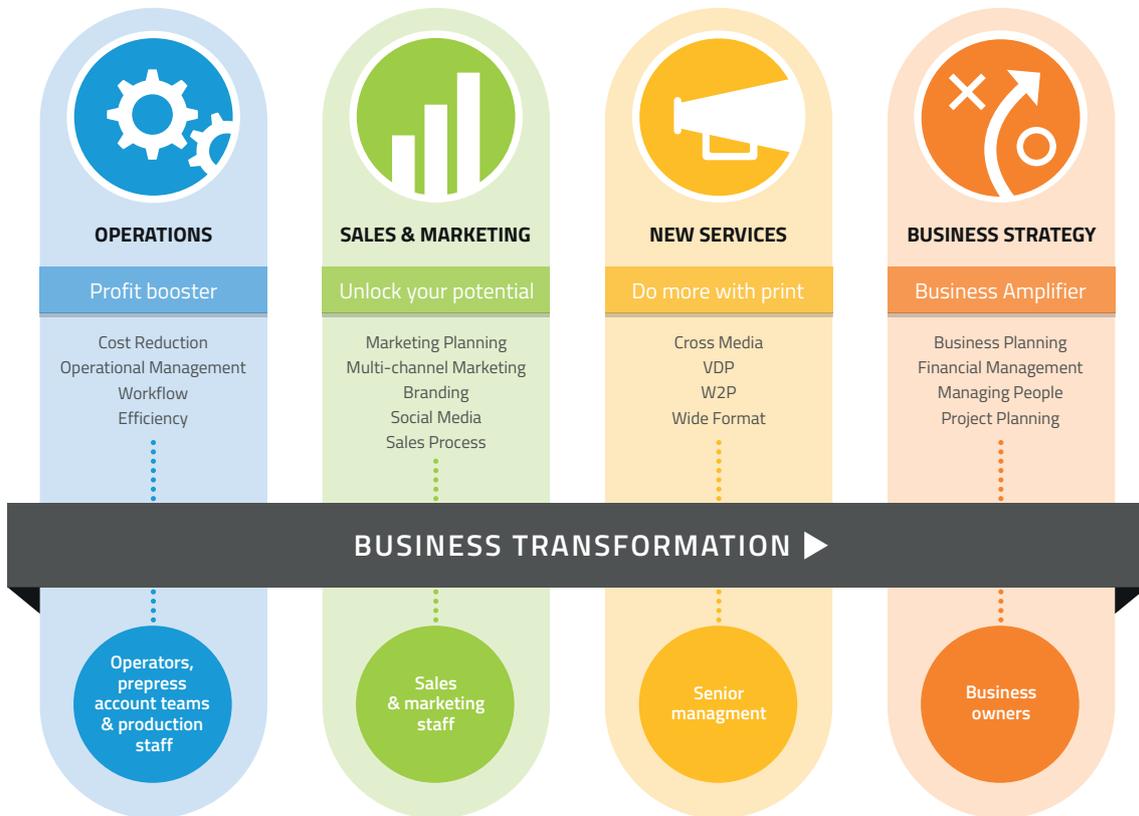
Registered (Blue) Members can access the PROKOM website to view limited taster content which includes Konica Minolta's Digital1234 programme. This content is free, following sign up via a simple registration process. Members also get a single invite to the annual conference\* and selected webinars and local seminars\*.

### PROKOM Elite

This paid subscription allows full access to the PROKOM website, content, events, forums and support services. You will receive exclusive access to the full range of e-learning content, guides, webinars and seminars, as well as being invited to the PROKOM annual conference.

You'll learn a range of new skills and strategies to help you improve operational efficiency and implement more profitable business models. PROKOM Elite members will also have a collective voice to influence both PROKOM's direction and Konica Minolta's future product developments.

## How does it work?



### Why choose PROKOM Elite?



#### Connect:

- ▶ with people **passionate** about **innovating** print.
- ▶ with a network to help **transform** your business.
- ▶ **print** with a **digital** multi-channel world.



#### Learn:

- ▶ about the **latest** digital trends.
- ▶ about how print is **evolving**.
- ▶ from people **maximising** business opportunities.



#### Grow:

- ▶ your revenue through **effective** sales and marketing.
- ▶ the **skills** and **knowledge** of your people.
- ▶ the **bottom line** of your business.

### PROKOM Elite Platform

PROKOM Elite content is designed to provide a practical and valuable resource, for the entire workforce, helping business owners run a more professional operation, while lowering the cost of staff training.

We can offer as little – or as much – support as members need. Starting at foundation level, the content evolves into more sophisticated online courses, available through the PROKOM e-learning portal.

All content is colour coded and arranged into roadmaps, making it easy to find the right information, and follow business improvement journeys from workflow and colour management through to marketing and business planning.

Regular interactive webinars, surveys and polls are supported by face-to-face seminars, allowing PROKOM members to play an active role in shaping the future of their community.

For more information and to join PROKOM, please visit: [www.prokom.org](http://www.prokom.org)



Membership fees and payment:

<b>PROKOM Blue</b>	<b>Free of charge</b>	<b>PROKOM Elite</b>	<b>€400 per annum</b>
Registered access to the PROKOM website, includes limited taster content and events, as well as Digital 1234 content.		Full access to PROKOM website, content, events, forums and support services for entire workforce.	

Scan the code and watch our video to see exactly how PROKOM could benefit your business:

For more information and to join PROKOM,  
please visit: [www.prokom.org](http://www.prokom.org)

Or contact us via email: [info@prokom.org](mailto:info@prokom.org)

Connect with us:



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