

PRINT® 19

OCTOBER 3-5 | Thursday – Saturday
McCormick Place North | CHICAGO



Education At-A-Glance

THURSDAY, OCTOBER 3		PRINT 19 SEMINARS <i>Registration Required</i>			
8:45 AM – 9:45 AM	K1 Keynote Session: The Wired Future: Artificial Intelligence, Robotics, Privacy, Social Media, Truth, Tech Companies, and More – Nicolas Thompson, Editor-in-Chief, Wired Magazine FREE SESSION				
10:00 AM – 12:00 PM	L1 Computer Lab: Photoshop Ninja Training: Fast and Accurate Color Correction & Image Adjustment Skills for Print & Web – Taz Tally, Owner, Taz Tally Photography				
10:00 AM – 10:50 AM	R1 And Now for Something Really Interesting: Next Big Thing in Print and Mail! – Marc Mascara, Associate Director, Keypoint Intelligence	R2 Everyone Hates Performance Reviews! Learn How to Build a Better System for Your Business! – Joseph Truncala, Chief Executive Officer, PRSA	R3 Brand Inspiration – How Good Ideas Become Great Packages – Linda Casey, Editor-in-Chief, Brand Experience magazine (BXP)	R4 It's Time to Take Control of the Sales Cycle! – David Fellman, President, David Fellman & Associates	
11:00 AM – 11:50 AM	R5 The Status of Printing in the USA - Where we Really Are Today and a Clear Look at the Future – Frank Romano, Professor Emeritus, RIT/College of Imaging Arts & Sciences	R6 Shine On! The Complete Guide to Foil & Metallic Decorating – Jeff Peterson, Executive Director, Foil & Specialty Effects Association	R7 Yes, You CAN Get Consistent Color Across All Packaging Types! Here's How! – Steve Smiley, President, SmileyColor & Associates	R8 Do You Know What Your Business is Really Worth? Find Out in This "Boot Camp" Valuation Workshop! – Mark Hahn, Managing Director, Graphic Arts Advisors	
12:00 PM – 12:50 PM	R9 This is Your Brain on Paper – Daniel Dejan, North American ETC Print & Creative Manager, Sappi North America	R10 Go Global! A First Hand Look at International Markets for Print! – Hamilton Costa, Consultant, AN Consulting	R11 Unleash the Power of your Brand and Win Customers for Life! – Deliha Hahn, Marketing, Flatout Branding	R12 How to Design Products for a Circular Economy – Christoph Ruef, Vice President and General Manager, Americas Printing Business, HP Inc.	
12:00 PM – 1:30 PM	LU1 Luncheon Session: InfoLunch! Industry Insights With the KPI Team – Pat McGrew, Senior Director, Keypoint Intelligence				
1:00 PM – 3:00 PM	L2 Computer Lab: Keep it Moving! Build Great Motion Graphics with Adobe After Effects – Donna Templeton, Graphic Communication Instructor, Cal Poly State University				
1:00 PM - 1:50 PM	R13 It's a "Sticky" Business! Grow Revenue with Marketing Support Services, Store Fronts and Fulfillment! – Wayne Marshall, Principal, Flatout Branding	R14 What is Your Business Worth and How Can You Grow its Value? A Panel Discussion – Mark Hahn, Managing Director, Graphic Arts Advisors	R15 The WOW Factor–Digital Embellishment Effects, Techniques, and Best Practices – Joseph Marin, VP, Education and Training, Printing Industries of America	R16 The Fool-Proof System for Purchasing and Testing Multi-color Presses (Sheetfed and Web) – Raymond Prince, President, Raymond J. Prince Consulting	

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FRIDAY, OCTOBER 4	PRINT 19 SEMINARS <i>Registration Required</i>			
8:30 AM – 10:30 AM	L3 Computer Lab: Photoshop Ninja Training II: Advanced Photoshop Skills for Composition & Editing – Taz Tally, Owner, Taz Tally Photography			
9:00 AM – 9:50 AM	R17 Print Market Update for 2019 and Beyond – Michael Makin, President & CEO, Printing Industries of America	R18 TransPROMO – Turn up the Volume of Bills, Statements and Marketing Messages – Pat McGrew, Senior Director, Keypoint Intelligence	R19 Humbled: Everything I Did Wrong in my Transformation From Printer to Creative – Jon Budington, CEO, More Vang	R20 How to Defeat the Top 20 Productivity (and Profit) Killing Pressroom Problems – Raymond Prince, President, Raymond J. Prince Consulting
10:00 AM – 10:50 AM	R21 In-plant Panel: Futurists -vs- Dinosaurs (Hint: You Want to be a Futurist!) – Moderator: Elisha Kasinskas, Rochester Software Associates (RSA)	R22 Top 10 Adobe CC Quick Tips That Will Make Your Life Easier—for Digital Operators – Joseph Marin, VP, Education and Training, Printing Industries of America	R23 The 5 Hottest Print Design Trends of 2019 – Sabine Lenz, CEO/Founder, PaperSpecs	R24 How to Understand & Leverage the Real Value of Your Wide-Format Printing Operation – Debbie Nicholson, President, Think to INK!
11:00 AM – 11:50 AM	R25 Selling Print in a Sea of Change – Daniel Dejan, North American ETC Print & Creative Manager, Sappi North America	R26 Voice-First Printing: How Voice Assistants, Smart Speakers, and the Voice Movement Is Impacting the Print Industry – Bradley Metrock, CEO, Score Publishing	R27 Seeing is Believing: How to Intelligently Set Your Brand Color Tolerances – David Hunter, President, ChromaChecker	R28 Screw the 90 Day Plan – How I Set a Vision for the Next 25 Years! – Gina Danner, CEO, NextPage
11:00 AM – 1:00 PM	L4 Computer Lab: You've Heard About Augmented Reality, Now Create Your Own - Hands-On! – Charles Weiss, Associate Professor, Clemson University			
12:00 PM – 12:50 PM	R29 Keep the Outsourcing Wolves Away: How Leading In-Plants Continue to Thrive – Howie Fenton, Owner, Howie Fenton Consulting	R30 MAXimizing Color Control: Radical New Opportunities That Go Way Beyond CMYK with iccMAX – Don Carli, CEO, Nima Hunter Inc.	R31 Everything You Need to Know About Expanded Gamut Printing - Real Systems, Real Test Results – Abhay Sharma, Professor, Ryerson University	R32 Flip the Funnel! How I Sell More Print by Not Selling Print At All! – Rick Sands, CEO, The Fenway Group
1:30 PM – 3:30 PM	L5 Computer Lab: How to Build Your Design Chops, Even if You're Not a Designer With Adobe InDesign – Lorraine Donegan, Professor, Cal Poly State University			

SATURDAY, OCTOBER 5	PRINT 19 SEMINARS <i>Registration Required</i>			
8:30 AM – 10:30 AM	L6 Computer Lab: Improving Image Composition and Live Critique of Your Work. An Exclusive New Program with Taz Tally – Taz Tally, Owner, Taz Tally Photography			
9:00 AM – 9:50 AM	R33 Keeping Up With the USPS! What You Need to Know to Navigate the Postal Landscape – Chris Lien, President, BCC Software	R34 How to Make Money with Augmented Reality – Alan Smithson, CEO, Metavrse	R35 Old School Sales is Dead! Here's How to Master the Consultative Sale – Leslie Groene, President/Founder, Groene Consultant	R36 Growing Margins Beyond the Page: New Opportunities in Sign & Display – Ron Gilboa, Group Director, Production Technology, Keypoint Intelligence
10:00 AM – 10:50 AM	R37 The Top Three Printing Industry Success Factors and How YOU Can Master Them – Joanne Gore, Founder, Joanne Gore Communications	R38 Expand Your Business With Sublimation Printing: The Complete Blueprint! – Mike Motter, President, Sublimation Color Management	R39 How to Serve Today's Savvy Customer and Build Your Online Sales by Leaps and Bounds! – Slava Apel, CEO, Amazing Print Tech	R40 Enter the "Success Matrix" and Grow Your Commercial Print Business – Randall Swope, Senior Consultant, Gimbel & Associates Inc.
11:00 AM – 11:50 AM	R41 Vertical Vertigo: The Highest Growth Markets for Your Business and How to Approach Them – Karen Kimerer, Director, Keypoint Intelligence	R42 How to Master SEO and Grow Your Online Business in 2020 and Beyond – John Bracamontes, President, Acumen Studio	R43 Marketing Makeover - How To Stand Out In A Content Saturated World – Antoine Dupont, CEO, Dupont Communications	R44 The Bionic Salesperson: Rebuilding Yourself as a Next Level Success – Kelly Mallozzi, Principal, Success.In.Print
12:00 PM – 12:50 PM	R45 You Want the Best Talent? Learn How to Recruit Them the Right Way – Kerry Heaps, President, Book.Speak.Repeat	R46 Quantum's Leap: Leveraging Print Automation in Multi-Channel Campaigns For Double Digit Growth – Alan Darling, Vice President, Information Systems, Quantum Group	R47 Everything You Don't Now (But Should)about the Standards That Shape How You Work! – Raymond Cheydleur, Print, Packaging and Imaging Product Portfolio Manager, X-Rite Incorporated	R48 Pushing the Envelope: Why Omni-Channel Direct Mail Works! – Christine Erna, Consultant, CJE Consulting

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