# creative PRO week

**June 10–14, 2019**
**SEATTLE**

CreativeProWeek.com

The **HOW-TO** Conferences for **CreativePros**

PsAi

The **InDesign** Conference

PePcon

Click

# CreativePro Week

## Where Creatives Become Creative Pros

CreativePro Week is the world's best "how-to" event for creative professionals who design, create, or edit in Adobe InDesign, Photoshop, Illustrator, Microsoft PowerPoint, and other creative tools.

Whether you work in print or digital publishing, you'll learn techniques and best practices you can take home and start using immediately to improve your productivity.

CreativePro Week 2019 brings together four great conferences in one location:

» **Ps/Ai:** The Photoshop + Illustrator Conference for Designers

» **The InDesign Conference:** The Essential Event for InDesign Professionals

» **PePcon:** Bridging Print and Digital Publishing

» **Click:** The Presentation Design Conference

Featuring over **40 expert speakers** and **80 sessions and tutorials**, CreativePro Week offers five days of in-depth training and inspiration, all in a single location. If you can attend only one event in 2019, it should be CreativePro Week.

"I'm expected to help our designers make magic... CreativePro Week is where I learn all the tricks!"

—Craig Simpson, Graphic Artist, Kalamazoo College

# Who We Are

From live events to online tutorials and communities, CreativePro Network (CPN) features the **world's top experts** in layout, illustration, retouching, UI/UX, production, presentation design, and publishing. CPN publishes the highest quality educational resources for Adobe InDesign professionals—InDesignSecrets.com and *InDesign Magazine*, as well as one of the web's foremost portals for design tutorials: CreativePro.com.

creative **PRO** NETWORK

🔒 **InDesign**Secrets

**INDESIGN** magazine

Since 2003, CPN events have provided essential training and inspiration to thousands of graphic designers, publishers, and production artists from around the world. Our philosophy — **Learn, Create, Share** — drives us to provide year-round, full-circle learning to support creativity and career.

**David Blatner** and **Anne-Marie Concepción** have been graphics and publishing consultants and educators since 1988, and are the authors of 40+ books and video titles. Always on the forefront of design technology, they have taught tens of thousands of creative pros from around the world.

# The Essential Event for InDesign Professionals

"I really enjoyed being able to attend 4 days worth of InDesign classes. I was able to come back to work and immediately implement what I learned."

—Will Ballard, Design and Development Coordinator, Arkansas Blue Cross and Blue Shield

Join the world's top InDesign experts and members of the Adobe InDesign team, June 10–13 in Seattle, for the InDesign event of the year. 2019 marks the **20th anniversary of Adobe InDesign**, and the **15th anniversary of *InDesign Magazine*** and The InDesign Conference.

The InDesign Conference offers over 30 sessions and four half-day tutorials on topics such as tables, interactive documents, mastering styles, data publishing, and automation. This year, sessions include:

» Creating Accessible PDFs

» Using InDesign with Photoshop and Illustrator

» Understanding Master Pages and Primary Text Frames

» Advanced Styles: Nested, Line, and GREP Styles

» Designing Forms in InDesign and Acrobat

» RGB and CMYK: Making Colors Match From Screen to Print and Digital

» Working Smarter with Long Documents

» InDesign to HTML

## Speakers include:

**David Blatner**

**Laurie Ruhlin**

**Chad Chelius**

**Anne-Marie Concepción**

**Nigel French**

**Erica Gamet**

**Keith Gilbert**

# The Photoshop + Illustrator Conference for Designers

"The perfect conference for designers and illustrators! It focuses on image-making techniques instead of camera equipment and photography. Designers have needed this kind of conference for a long time."

—Luanne Seymour, Senior Creative Director, Adobe

Ps/Ai is a full-day, multi-track conference for designers on June 10, followed by two optional deep-dive half-day tutorials on June 11 that explore integrating Adobe Photoshop, Illustrator, InDesign, Bridge, Lightroom, and more.

**This event is a master class** in everything from logo design to selections and masking, social media to building UI/UX/web elements. This year, sessions include:

» Designing and Producing Logos

» Infographics and Illustrator

» Retouching and Color Matching

» Power Tips for Photoshop

» Illustrator Techniques from Editorial and Commercial Illustration

## Speakers include:

| Lisa Carney | Conrad Chavez | Von Glitschka | Laura Coyle | Tony Harmer | Jason Hoppe | Chris Converse | Jesús Ramirez |
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# Bridging Print and Digital Publishing

## June 12–13

This event is for every designer and publisher with one foot in print and the other foot in digital publishing. Join us for the **10th annual PePcon**—the industry's best "how-to" event for bridging the print/digital divide.

PePcon brings together over 20 leading experts in publishing who use tools from Adobe, Apple, Amazon, the open source community, and more. This conference is two days of non-stop inspiration and education on topics including cloud workflows, PDF comment and review, font management, ebook design, prepress, when print is better than digital, and single-source publishing. This year, sessions include:

- » Editorial Design Across Print and Digital
- » Hidden Features in Adobe Acrobat
- » The Digital Print Convergence
- » Typographic Design for eDocuments
- » Let's Keep it Legal: What Designers and Publishers Need to Know

## Speakers include:

**Dian Holton**

**Guy Van der Kolk**

**Doris Brown-Mcnally**

**Thomas Phinney**

**Leonard Rosenthol**

**Terry Hart**

**Laura Worthington**

# Click

## The Presentation Design Conference

**June 13–14**

"I loved Click! I have been doing a disservice to my presentations… I learned so much."

—Christy O'Neal, Art Director, Baton Rouge Area Chamber

Click: The Presentation Design Conference is a two-day event focusing on "how to" use PowerPoint, Keynote, or Google Slides to **build engaging, informative, and persuasive presentations**; techniques for creating beautiful charts and infographics; building animated, interactive presos; why presentations are different from traditional design… and how to take advantage of those differences.

Sessions include:

» Just Say No: Five Alternatives to Bullets

» Designing Drool-Worthy Presentations

» Visualizing Data

» The Power of a Great Template

» Beautiful Type for Presentation Design

## Speakers include:

Mark Heaps

Jole Simmons

Darlene Shelton

Nolan Hains

Richard Goring

Bianca Woods

Julie Terberg

# A Smart Investment for your Creative Career

## RAISE YOUR SKILLSET TO THE NEXT LEVEL
You'll learn new techniques and tools at CreativePro Week that will strengthen your abilities and accelerate your work.

## STAY CURRENT WITH TODAY'S BEST PRACTICES
Our industry is changing faster than ever and new products and techniques emerge every day. CreativePro Week helps keep you ahead of the curve and ensures you continue your professional development.

## FIND SOLUTIONS
Learn the secrets of the power users! Bring your questions to find real-world solutions, or just bring your curiosity and you'll discover answers to challenges you didn't even realize you had.

## MEET FACE–TO–FACE WITH THE EXPERTS
It's a rare opportunity to have this many world-renowned design and publishing experts in one place—not just teaching on stage, but available throughout the conference to answer your questions.

## EXTEND YOUR INDUSTRY CONNECTIONS
CreativePro Week is a great place to learn what others in the industry are doing and how they're doing it.

"My boss said, 'Bring back something good, so we can justify having sent you.' Well, I'm bringing back a tip that will save us boatloads of time—that alone was worth it!"

—Marisa Carder, Graphics Specialist, McKinsey & Company

"I learned real, tangible things that I can take and start using in my work right away. My life just got so much easier, and more efficient."

—Amanda Petersen, Senior Graphic Designer, CDM Smith

# Valuable Extras

Not only will you spend up to five days watching in-depth live tutorials and meeting face-to-face with the experts, but you'll also take home these invaluable resources:
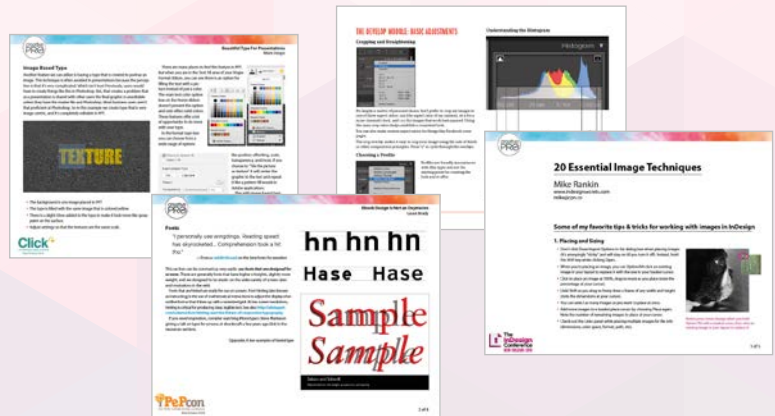
## SESSION VIDEOS

Want to go back and review a complicated procedure? Need to see a session you missed? No problem. We record every session, and they're only available to registered attendees.

## SPEAKER NOTES

You'll receive over 500 pages of educational handouts, filled with detailed techniques and helpful links from our expert presenters.



## EXCLUSIVE ONLINE FORUMS

CPN offers year-round education and inspiration, so your learning doesn't stop when the sessions end. Our private attendee online forums are open throughout the year to keep the conversation going.

# Join Your Tribe at CreativePro Week

Our attendees are **graphic designers, production specialists, art directors, marketing and communication managers, educators, and publishers** interested in keeping up with best practices and the newest innovations in publishing workflows.

Over 2,000 companies, universities, and government agencies have sent design and production staff to CreativePro Week, including: Apple, Bank of America, Costco, Georgetown University, Library of Congress, Macmillan, Microsoft, New England Journal of Medicine, NASA, Nike Apparel, Pearson, Pfizer, Valpak, U.S. Geological Survey, Walmart, and many others large and small.

"Your speakers know what they're talking about, love what they do, and are all about sharing their knowledge... I can't wait for next year!"

—Jay Newmarch, Owner, CRE8 Design LLC



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# Conference Overview

The more days you attend, the more you save—and the more you gain.

| | MONDAY<br>June 10 | TUESDAY<br>June 11 | WEDNESDAY<br>June 12 | THURSDAY<br>June 13 | FRIDAY<br>June 14 |
|---|---|---|---|---|---|
| | **InDesign**<br>morning & afternoon half-day tutorials | **InDesign**<br>multi-track sessions | **InDesign**<br>multi-track sessions | **InDesign**<br>morning & afternoon half-day tutorials | **Design Deep Dive Seminar** |
| | **Ps/Ai**<br>multi-track sessions | **Ps/Ai**<br>morning & afternoon half-day tutorials | **PePcon**<br>morning & afternoon half-day tutorials | **PePcon**<br>multi-track sessions | **Creative Developers Summit** |
| | | | | **Click**<br>multi-track sessions | **Click**<br>multi-track sessions |

| | Before<br>April 15 | After<br>April 15 |
|---|---|---|
| **5–Day Platinum Pass** (includes all sessions and tutorials) | $2,395 | $2,495 |
| **4–Day passes** | $2,095 | $2,195 |
| **3–Day passes** | $1,695 | $1,795 |
| **2–Day passes** | $1,195 | $1,295 |
| **1–Day passes** | $645 | $745 |

## REGISTRATION INCLUDES:

» Online access to all recordings of conference sessions and tutorials for six months after the event

» Illustrated speaker handouts for each day of the conference you attend—over 500 pages over the course of the week

» Full breakfast and lunch on all days you attend

» Automatic entry for door prizes worth over $2,000, including Adobe Creative Cloud subscriptions and more! (Must be present to win.)

## DISCOUNTS

» $100 "Early Bird" registration discount ends April 15

» Groups of three or more can receive a $50 discount for each attendee registered.

» Students, school staff and faculty, non–profits, and government agencies are eligible for a $100 discount.

» Please contact us for discount codes before registering. *Discounts must be applied during registration.*

# Need to Convince Your Manager?

**Click here to see our "Convince Your Boss" page online and download a sample "letter to the boss" you can use!**

## See You in Seattle!

**JUNE 10–14, 2019**

**The Seattle Westin, 1900 5th Avenue, Seattle, WA, 98101**
For more details, including a link to reserve a room in our discounted room block, see our Location page.

## Contact Us

Reach out to us at our Contact page.

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