

The **DESIGN + AI** Summit



A **CreativePro** Online Event
December 7–8, 2023

The Design + AI Summit

Every revolution offers both risk and opportunity—and we are just at the beginning of an AI revolution that will affect every aspect of graphic design, writing, art, social media, publishing, and communication. As the saying goes: luck favors the prepared.

AI is a tool you need to master, not a threat. AI won't replace your job, but someone who knows AI better than you might!

That's why we created **The Design + AI Summit**, the HOW-TO event to help designers leverage the power of AI to create quality work more efficiently, being held online December 7–8.

With 12 great sessions from internationally renowned experts, you will take away practical techniques to help you master a wide range of Generative AI tools.

If you want to discover how you can thrive with AI tools, you can't afford to miss this event!

“CreativePro Events are truly a family community, featuring dynamic sessions across all creative platforms presented by world-class experts.”

—Ren Reed
Art Director/Graphic Designer,
Reed Design

“I got so much valuable information on how to improve my skills knowledge. I cannot express enough how important and valuable CreativePro Events have been for my professional development.”

—Suzanne Morikawa
Marketing and Communication
Specialist, University of California

Who We Are

THE ESSENTIAL RESOURCE FOR DESIGN PROFESSIONALS



If you are a graphic designer, publisher, or production artist, CreativePro Network is here to support you with resources, knowledge, and a community to help you master the tools and raise your skill set to the next level.

Since 1999, CreativePro Network (CPN) has provided essential HOW-TO training for users of Adobe InDesign, Photoshop, Illustrator, Acrobat, Microsoft PowerPoint, and other professional design tools.

Today, the industry is changing faster than ever, with new products and techniques emerging every day. CreativePro Network helps you stay ahead of the curve and continue your professional development.

CreativePro.com is the cornerstone of CreativePro Network's wide platform of information resources with a collective annual reach of over 5 million readers.

Our philosophy—Learn, Create, Share—drives us to provide year-round, full-circle learning to support your creativity and career.

Our full range of products include:

- » **CreativePro Membership** – Strengthen your skills and stay current with instructional articles, downloadable resources such as templates, scripts, fonts, ebooks, design assets, and cheat sheets, weekly HOW-TO newsletters, access to our forums, discounts on events and books, and more.
- » **CreativePro Magazine** – Our monthly PDF magazine with in-depth features, reviews, and tutorials you need to master the tools of design.
- » **CreativePro Events** – Attend online or in person and learn mind-blowing tips, techniques, and best practices from top experts.
- » **CreativePro Books** – Essential books and ebooks for creative professionals.
- » **And more...** 5,000+ HOW-TO articles, hundreds of podcasts, interactive online courses, YouTube channel, and thriving community groups on Facebook and LinkedIn.

Who Attends

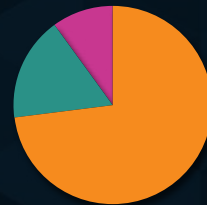
Our attendees are graphic designers, production specialists, art directors, marketing and communication managers, educators, presentation designers, and publishers interested in keeping up with best practices and the newest innovations in publishing workflows.

Over 6,000 companies, universities, and government agencies have sent design and production staff to CreativePro Events, including:



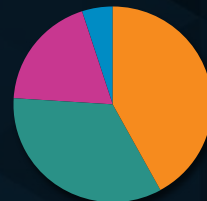
ATTENDEE COMPANY SIZE

- 73% Large (51+ employees)
- 17% Medium (6-50 employees)
- 10% Small (1-5 employees)



ATTENDEE JOB TITLES

- 42% Graphic Designers
- 34% Art Directors / Design Managers
- 19% Production Specialists
- 5% Educators



What You'll Learn

- » Best practices for fitting AI into your design workflow
- » Leveraging the power of AI to create quality work more efficiently
- » Photoshop + AI: Tips for getting the most out of the tools
- » Using GenAI with InDesign and Illustrator
- » Understanding AI's legal issues
- » Using Adobe Firefly
- » AI resources and tools you need to try
- » How to make ChatGPT (and other tools) write great marketing copy
- » GenAI video and audio for social media
- » The ethics of AI: Do the right thing
- » Corporate brand identity and GenAI: Creating order from chaos
- » Microsoft's All-in strategy with AI in PowerPoint, Designer, and more

[View the full agenda](#)

Who You'll Learn From

INTERACT LIVE WITH TOP INDUSTRY EXPERTS

It's a rare opportunity to have this many world-renowned experts in one place. Our experts will help you find real-world solutions to your problems and raise your skill set to the next level. Speakers include:



Amy Balliett



Ashley Kennedy



Bart Van de Wiele



Chad Nelson



Jeff Foster



Kathryn Goldman



Lisa Carney



Mark Heaps



Micah Burke



Nichte Cuevas



Paul Trani



Rob de Winter

Expertise, Resources, and Community

Not only will you spend two days interacting with world-class experts and watching in-depth live tutorials, but you'll also take home these invaluable resources:



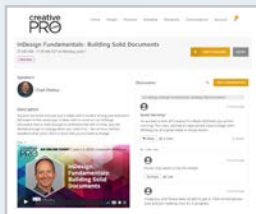
ON-DEMAND VIDEOS

Want to go back and review a complicated procedure? Need to see a session you missed? No problem! We record every session and make them exclusively available to registered attendees.



SPEAKER HANDOUTS

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



PRIVATE ONLINE FORUMS

Our private attendee online forums allow you to interact live throughout the event and beyond to keep the conversation going.



INDUSTRY RESOURCES

Learn about the latest and greatest tools and services from our extraordinary group of partners.

Upcoming Events



Learn more about our events and explore the full calendar at
CreativePro.com/events

Contact Us

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