MONDAY | MAY 22

creative PRO week

TIME	BALLROOM 1	BALLROOM 2	BALLROOM 3	BALLROOM 4
7:30–9:00am	BREAKFAST			
9:00–9:15am	**Introduction** *Mark Heaps*			**TUTORIAL: Creating Accessible PDFs from InDesign** *Bevi Chagnon*
9:15–10:00am	**Power User Tools of the Photoshop + Illustrator Masters** *Dave Cross*			
10:15–10:45am	**Photoshop + Illustrator Synergy** *Nigel French*		**Top Three Mobile/Desktop Workflows for Creatives** *Paul Trani*	
11:00–11:45am	**Spectacular and Easy Type Effects** *Von Glitschka*		**How to Work More Efficiently in Illustrator** *Robin Schneider*	
12–12:45pm	LUNCH			
1:00–2:00pm	**A Designers Guide to Including 3D** *Paul Trani*	**Top Ten Photoshop Selection and Mask Tricks** *Dave Cross*	**Web and Interactive Design** *Chris Converse and Jesús Ramirez*	**TUTORIAL: InDesign Best Practices: Essential Techniques and Rules Every User Must Know** *Russell Viers*
2:15–3:00pm	**Photoshop for Designers** *Nigel French*	**Turbo Charge Your Workflow in Photoshop** *Jesús Ramirez*	**No-Draw Art Building in Illustrator** *Laura Coyle*	
3:30–4:30pm	**Just Make It Look Better: Color, Tone, and Sharpness Correction Fundamentals** *Mark Heaps*	**You Already Have It: How After Effects Is Not Just for Video Anymore!** *Chris Converse*	**Making Iconic Logos: Creativity is a Process** *Von Glitschka*	
4:45–5:30pm	**Three Minutes Max** *Mark Heaps, et al.*			
5:30–6:30pm	**Networking Reception**			

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This PDF was last updated 12 May, 2017

TUESDAY   MAY 23

creative
PRO
WEEK

■ The InDesign Conference

■ PS/AI: The Photoshop & Illustrator Conference

TIME	BALLROOM 1	BALLROOM 2	BALLROOM 3	BALLROOM 4
7:30–9:00am	BREAKFAST			
8:15–8:45am	Sponsored Session: movemen Math Tools			
9:00–9:10am	**Introduction** *David Blatner & Anne-Marie Concepción*			**TUTORIAL: The Triumvirate: Photoshop + Illustrator + InDesign (plus Bridge!)** *Russell Viers*
9:10–10:00am	**Secrets of the InDesign Power Users** *Erica Gamet*			
10:15–10:45am	**Using InDesign with Photoshop and Illustrator** *Mark Heaps*		**Up to Speed with New features in InDesign CC** *David Blatner*	
11:00–11:45am	**Super Styling: Automatic formatting with Nested, Line, and GREP Styles** *Chad Chelius*		**Designing with Grids in InDesign** *Nigel French*	
12–12:45pm	LUNCH			
1:00–2:00pm	**Ten Things Your Printer or PrePress Dept Wants you to Know** *Claudia McCue*	**POW! Interactive Animations** *Diane Burns*	**Design/Editorial Workflows: Word, GoogleDocs, and More** *Anne-Marie Concepción*	**TUTORIAL: Master Class in Real World Design Techniques** *Bert Monroy*
2:15–3:00pm	**Using Bridge with InDesign** *Russell Viers*	**Cleaning Up MS Word Text Messes** *Keith Gilbert*	**Using Creative Cloud Libraries to Streamline Production** *Theresa Jackson*	
3:30–4:30pm	**Consistent Color Across the Adobe Apps** *Theresa Jackson*	**GREP for non-GREPpers** *Erica Gamet*	**Editorial Workflows: InCopy** *Chad Chelius*	
4:45–5:30pm	**Understanding Master Pages and Primary Text Frames** *Nigel French*	**Clever Techniques for Images** *Mike Rankin*	**Tricks of the Table Pros** *Diane Burns*	

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WEDNESDAY — creative PRO WEEK — MAY 24

TIME	BALLROOM 1	BALLROOM 2	BALLROOM 3	BALLROOM 4
7:30–9:00am	BREAKFAST			
8:15–8:45am	Sponsored Session: Blurb			
9:00–9:10am	Introduction			TUTORIAL: HTML/CSS for Designers *Kim Converse and Chris Converse*
9:10–10:00am	I Didn't Know InDesign Could Do That *David Blatner & Anne-Marie Concepción*			
10:15–10:45am	Breaking Bad InDesign Habits *Keith Gilbert*		Converting Your InDesign Files to Powerpoint and Word *Mark Heaps*	
11:00–11:45am	Great Tools, Services, and Assets You Already Have That You Didn't Know About *Bill Carberry*		Cleaning up Broken and Problem Layouts *Chad Chelius*	
12–12:45pm	LUNCH: Ask Adobe Anything: An Informal Lunch Discussion with the InDesign and Illustrator teams in the Ballroom			
1:00–2:00pm	Designing Forms in InDesign and Acrobat *Claudia McCue*	Creating Amazing Publications with Publish Online *Diane Burns*	You Can Do It! XML for Designers *Sean Harrison*	TUTORIAL: A Designer's Guide to Building Presentations *Mark Heaps*
2:15–3:00pm	Top Ten Free "Must Have" InDesign Scripts *Erica Gamet*	Importing and Exporting HTML5 *David Blatner and Justin Putney*	Stylistic Sets, the Dotless i, and Discretionary Ligatures: Advanced Typography in InDesign *Nigel French*	
3:30–4:30pm	Data Publishing Solutions: Tools, Services, and Techniques *Coletta Perry*	Best Practices and Power Techniques for Long Documents *Mike Rankin*	Fads, Trends, and Disruptive Innovations in Print *Daniel Dejan*	
4:45–5:30pm	Three Minutes Max + Conclusion			
8:00–9:30pm	Special Movie Screening: Graphic Means: A History of Graphic Design Production *Briar Levit*			

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THURSDAY   MAY 25

creative PRO WEEK

TIME	BALLROOM 1	BALLROOM 2	BALLROOM 3	BALLROOM 4
7:30–9:00am	**BREAKFAST**			
8:15–8:45am	**Sponsored Session: Mag+**			
9:00–9:10am	**Introduction** *David Blatner & Anne-Marie Concepción*			**TUTORIAL: Automating InDesign with Simple Tools You Already Have** *Chad Chelius*
9:10–10:00am	**Creative Keynote: Type and Typography... More, Better, Easier** *Dan Rhatigan*			
10:15–10:45am	**New Horizons for Interactive PDF** *Keith Gilbert, David Blatner*			
11:00–11:45am	**The State of Digital Publishing: 2017** *Keith Gilbert*		**Got Fonts? Managing Fonts in the 21st Century** *Mike Rankin*	
12–12:45pm	**LUNCH**			
1:00–2:00pm	**Life with Print + Digital** *Daniel Dejan*	**Creating eBooks with InDesign** *Laura Brady*	**Designer/Developer Collaboration for Digital Publishing** *Kim and Chris Converse*	**An InDesign Users Guide to Creating, Editing, and Using Video and Photography** *Roberto Blake*
2:15–3:00pm	**HTML First: Single-Sourcing to Print, PDF, EPUB, and More** *Nellie McKesson*	**Create Amazing Experiences in iBooks Author** *Erica Gamet*	**New Web-based Collaboration Services for Publishing Teams** *Anne-Marie Concepción*	
3:30–4:30pm	**Exporting Layouts to HTML5 Apps and Publications** *Chris Converse and Justin Putney*	**Setting Up InDesign to Be the Hub of Multi-Channel Publishing** *Sean Harrison*	**Publishing to Amazon Kindle in 2017** *Kevin Callahan*	
4:45–5:30pm	**The Future of Publishing: Seeing with a 2020 Lens** *David Blatner & Anne-Marie Concepción*			
8:00–9:30pm	**CreativeWow! An Evening of Technology Peeks**			

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FRIDAY   MAY 26

creative PRO week

🟩 Creative Developers Summit

🟦 Full-Day Design Tutorial

🟧 PePcon: The Print + ePublishing Conference

TIME	BALLROOM 1	BALLROOM 2	BALLROOM 3	BALLROOM 4
7:30–9:00am	**BREAKFAST**			
9:00am–12:00pm	**Creative Developers Summit**	**Build a Mobile App Without Breaking the Bank** *Keith Gilbert*	**ePUB Beyond the Basics** *Laura Brady*	**Design Deep Dive: Before & After** *John McWade*
12:00-1:30pm	**LUNCH**			
1:00-4:00pm	**Creative Developers Summit**	**Building a Photo Essay: Walk, Shoot, and Publish** *Mike Rankin, Mark Heaps*	**Creating Interactive PDF** *David Blatner*	**Design Deep Dive: Before & After** *John McWade*

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