

creative PRO^{WEEK}

June 1-5, 2020
AN ONLINE EVENT

CreativeProWeek.com

The **HOW-TO**
Conferences for
CreativePros



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, Acrobat, and Microsoft PowerPoint, and other creative tools.

No matter your skill level, you'll learn techniques and best practices you can start using immediately to improve your productivity.

CreativePro Week 2020 brings together four great conferences in one, online event:

- » **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 one place. If you can sign up for only one event in 2020, 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
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NETWORK



InDesignSecrets

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

June 1–4

"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 this coming June 1–4 for **the InDesign event of the year!** Now in its 16th year, The InDesign Conference offers 30+ sessions and four half-day tutorials on topics such as tables, interactive documents, mastering styles, data publishing, RGB vs CMYK, and automation.

Sessions include:

- » Creating Accessible PDFs
- » Using InDesign with Photoshop and Illustrator
- » Mastering InDesign's Productivity Features
- » Advanced Styles: Nested, Line, and GREP Styles
- » Designing Forms in InDesign and Acrobat
- » Mastering the RGB to CMYK Workflow
- » 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



June 1–3

"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



The Photoshop + Illustrator Conference for Designers



Ps/Ai is the must-attend event for anyone that regularly uses Adobe Photoshop and Illustrator. Learn the top techniques from 14+ experts in this three-day, in-depth master class covering everything from logo design to selections and masking, social media to building UI/UX/web elements.

This year's sessions include:

- » Pattern Design for Textile and Other Applications
- » Infographics and Illustrator
- » Retouching Images
- » The Art and Science of Making Selections
- » Creating Animations for Email and Social Media

Speakers include:



Lisa
Carney



Dave
Cross



Von
Glitschka



Laura
Coyle



Tony
Harmer



Robin
Schneider



Chris
Converse



Jesús
Ramirez

Bridging Print and Digital Publishing

June 4–5

"I find that the CreativePro conferences are the best way to stay on top of the ever changing world of graphics technology."

—Mary Ann Walsh,
Graphic Designer,
Air Line Pilots
Association

This event is for every designer and publisher with one foot in print and the other foot in digital publishing. Join us for 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's sessions include:

- » PDF Commenting with InDesign + Acrobat
- » Acrobat and PDF Power Techniques
- » Digital Documents: What's Possible
- » Affinity: New Kid on the Block
- » Building Rich PDF Forms with InDesign and Acrobat

Speakers include:



**Kelly
Vaughan**



**Mike
Rankin**



**Leonard
Rosenthol**



**Mike
Parkinson**



**Richard
Turner-Jones**

The Presentation Design Conference

June 3–5

"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: Alternatives to Boring Slides
- » Building PowerPoint Templates for Your Team and Clients
- » Visualizing Data
- » Amazing PowerPoint Features that will Leave You Speechless
- » Make Effective Infographics Fast

Speakers include:



Mark
Heaps



Jole
Simmons



Julie
Terberg



Nolan
Hains



Richard
Goring



Mike
Parkinson



Bart
Van de Wiele

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 presenting, but available online throughout the week to answer your questions.

EXTEND YOUR INDUSTRY CONNECTIONS

Through our attendee online community forums, you'll 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:

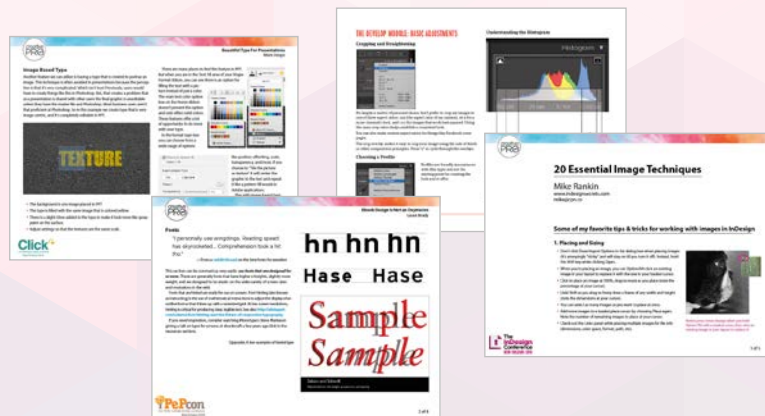
ON-DEMAND VIDEOS

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



SPEAKER NOTES

You'll receive over 300 pages of educational handouts, filled with detailed techniques and helpful links from our expert presenters.



EXCLUSIVE ONLINE FORUMS

CreativePro Network 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 2,500 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

Conference Overview

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

MONDAY June 1	TUESDAY June 2	WEDNESDAY June 3	THURSDAY June 4	FRIDAY June 5
InDesign half-day tutorials	InDesign multi-track sessions	InDesign multi-track sessions	InDesign half-day tutorials	Creative Developers Summit
Ps/Ai multi-track sessions	Ps/Ai multi-track sessions	Ps/Ai half-day tutorials	PePcon sessions	PePcon half-day tutorial
		Click half-day tutorials	Click multi-track sessions	Click multi-track sessions

5-Day Platinum Pass <i>Our best per-day rate!</i> (includes all sessions and tutorials)	\$1,695
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Day passes	\$395
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REGISTRATION INCLUDES:

- » Livestream access to all sessions on days you're registered for
- » One year of on-demand video recordings
- » PDF resource guide with 300+ pages of additional information, speaker notes, and useful reference materials
- » Access to the online community forums for conference attendees
- » Automatic entry to drawing for prizes

DISCOUNTS

- » Groups of three or more can receive a \$50 discount for each attendee registered.
- » Students, faculty, non-profits, and government agencies can receive a \$100 discount off any multi-day pass.
- » 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 Online!

JUNE 1–5, 2020

CreativeProWeek.com

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