MAY 9-13, 2022

# creative

The Essential **HOW-TO** Conference for CreativePros











IN WASHINGTON, D.C. AND ONLINE-

# **CreativePro Week**

## MASTER THE TOOLS OF DESIGN. FIVE DAYS. ZERO REGRETS.

CreativePro Week is the world's best HOW-TO conference for creative professionals who design, create, or edit in Adobe **InDesign**, **Photoshop**, **Illustrator**, **Acrobat**, and Microsoft **PowerPoint**.

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

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.

Featuring over **40 expert speakers** and **100 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 2022, it should be CreativePro Week.

"I learned more in the first two days than in the past 8 years... this was the single greatest learning event I have ever been a part of."

–Sean LeeWide Format GraphicDesigner, The H&H Group

"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 NewmarchOwner, CRE8 Design LLC

# Who We Are

## THE HOW-TO RESOURCE FOR CREATIVE PROS

CreativePro Network (CPN) publishes quality educational resources for creative professionals, produced by the world's top experts in layout, illustration, retouching, UI/UX, production, presentation design, and publishing.

Since 1999, CPN has provided essential "how-to" training and inspiration to millions of graphic designers, publishers, and production artists from around the world.

CreativePro.com is the cornerstone of CreativePro Network's wide platform of information resources with a collected 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 Grow and stay current with members-only discounts, downloadable templates and scripts, weekly HOW-TO newsletters, access to our forums, and more.
- » CreativePro Magazine 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 the industry's top experts.
- » CreativePro Books Essential books and ebooks for creative professionals.
- » And more... 5,000+ HOW-TO articles, hundreds of podcasts, interactive online courses, instructional YouTube channels, 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 2,500 companies, universities, and government agencies have sent design and production staff to CreativePro Week, including:

















**#** HarperCollins

























## **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**

Whether you make short interactive documents or print publications thousands of pages long, CreativePro Week will teach you how to **master the apps you use every day**. Below is a small sample of sessions from this year's conference. See the full agenda at CreativeProWeek.com/agenda.

#### **INDESIGN**

- » AccessibilityFundamentals for InDesign
- » New InDesignFeatures You ShouldBe Using Now
- » Awesome GREP Tips& Tricks
- » Essential InDesign Scripts
- » Building Great Templates

### **PHOTOSHOP**

- Designing for Social Media
- » Quality Selections and Masks
- » Photoshop Features You Never Learned (but need to know)
- » Spectacular and Easy Type Effects
- » Wow: Photoshop Projects

#### **ILLUSTRATOR**

- » Making Killer Infographics
- » Gradients and Blends in Illustrator
- » Logos and Icons
- » Improving Cruddy Vector and Image Graphics
- » Coloring and Recoloring

## PRESENTATION DESIGN

- » Just Say No: Alternatives to Boring Slides
- » Google Slides: What You Gotta Know
- » Building GreatPowerPoint Templates
- » Learn to Love PowerPoint: 0–60 for Designers
- » Making Type Look Great in PourerPoint

## **ACROBAT**

- » 10 Essential Acrobat Productivity Tips
- » Interactive PDF and Forms: Opportunities and Limits
- » Acrobat PDF Accessibility
- 8 Essential Steps You Should Take Before Printing or Exporting

# **Who You'll Learn From**

## INTERACT LIVE WITH 40+ WORLD-CLASS EXPERTS

It's a rare opportunity to have this many world-renowned design and publishing experts in one place not just presenting, but available throughout the week to answer your questions. Our experts will help you find real-world solutions to your problems and raise your skillset to the next level.

## 2021 speakers included:



David Blatner



Lisa Carney



Dax Castro



Anne-Marie Concepción



Laura Coyle



Nigel French



Erica Keith Gamet Gilbert





Richard Glitschka Goring



Colleen Gratzer



Tonv Harmer



Mark Heaps



Teresa lackson



Bert Monrov



lesús Ramirez



Mike Rankin



Laurie Ruhlin



Ina Saltz



Robin Schneider

Von



Paris Sims



**Bart** Van de Wiele

# **Expertise, Resources, and Community**

Not only will you spend up to five days watching in-depth live tutorials and interacting with world-class 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 hundreds of pages of educational handouts, filled with detailed techniques and helpful links from our expert presenters.



## **EXCLUSIVE ONLINE FORUMS**

Our private attendee online forums are open 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.



















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## **Contact Us**

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