

MAY 17-21, 2021

creative PRO^{WEEK}

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



AN ONLINE EVENT

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 2021, 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 Lee
Wide Format Graphic
Designer, 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 Newmarch
Owner, 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:

- » **InDesign Magazine** – Monthly PDF magazine with in-depth features, reviews, and tutorials you need to master Adobe InDesign.
- » **CreativePro Week** – Our annual event covering InDesign, Photoshop, Illustrator, Acrobat, PowerPoint, and more.
- » **CreativePro Online Events** – One- and two-day in-depth events you can watch wherever and whenever you want.
- » **CPN Press** – Essential books and ebooks for creative professionals.
- » **CreativePro University** – Online courses to take your skills to the next level, produced by the world's top trainers.
- » **And more...** 15,000+ "how to" articles, hundreds of podcasts, downloadable templates and resources, instructional YouTube channels, and thriving community groups on Facebook and LinkedIn.

Who Attends

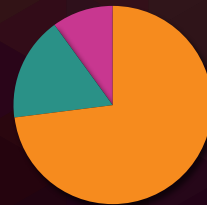
Our attendees are graphic designers, production specialists, art directors, marketing and communication managers, educators, presentation designers, and publishers interested in keeping up with best practices and the newest innovations in publishing workflows.

Over 2,500 companies, universities, and government agencies have sent design and production staff to CreativePro Week, including:



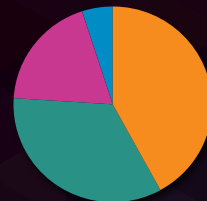
ATTENDEE COMPANY SIZE

- 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

- » Accessibility Fundamentals for InDesign
- » New InDesign Features You Should Be 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 Great PowerPoint Templates
- » Learn to Love PowerPoint: 0-60 for Designers
- » Making Type Look Great in PowerPoint

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 include:



David
Blatner



Lisa
Carney



Dax
Castro



Anne-Marie
Concepción



Laura
Coyle



Nigel
French



Erica
Gamet



Keith
Gilbert



Von
Glitschka



Richard
Goring



Colleen
Gratzner



Tony
Harmer



Mark
Heaps



Teresa
Jackson



Bert
Monroy



Jesús
Ramirez



Laurie
Ruhlin



Ina
Saltz



Robin
Schneider



Jole
Simmons



Paris
Sims



Bart
Van de Wiele

Expertise, Resources, and Community

Not only will you spend up to five days watching in-depth sessions and interacting with world-class experts, but you'll also take home invaluable resources:



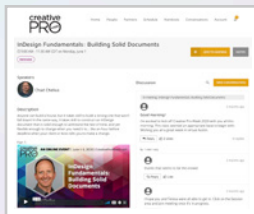
ON-DEMAND VIDEOS

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.



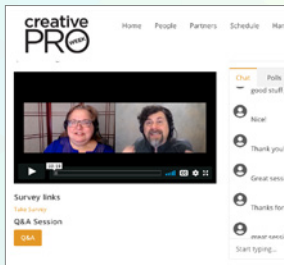
EXCLUSIVE ONLINE FORUMS

Our 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.



Contact Us

Reach out to us
at our [Contact page](#).

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Follow us on social media!

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Register at CreativeProWeek.com