

JUNE 5–9, 2023

# creative PRO<sup>WEEK</sup>

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



IN **PHOENIX, AZ** 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 **InDesign**, **Photoshop**, **Illustrator**, **Acrobat**, and **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 **30 expert speakers** and **75 sessions**, 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 2023, 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 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.

The industry is changing faster than ever, and new products and techniques emerge every day. CreativePro Network helps keep you ahead of the curve and continue your professional development.

[CreativePro.com](http://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 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](#)** – 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, YouTube channel, and thriving community groups on Facebook and LinkedIn.

# Who Attends

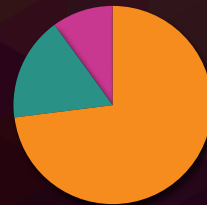
Our attendees are graphic designers, production specialists, art directors, marketing and communication managers, educators, presentation designers, and publishers interested in keeping up with best practices and the newest innovations in publishing workflows.

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



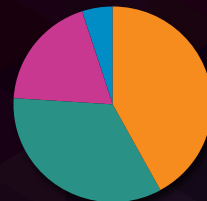
## ATTENDEE COMPANY SIZE

- 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](https://CreativeProWeek.com/agenda).

## INDESIGN

- » Interactive Documents with InDesign
- » Power Up Your Production with Styles
- » Accessible InDesign Documents
- » An InDesign User's Guide to GREP
- » InDesign for Marketing Design

## PHOTOSHOP

- » Image Fixes in Photoshop
- » Flex Your Photoshop Creativity
- » Understanding & Adjusting Color in Photoshop
- » Make Photoshop Your Robot
- » Photoshop: A Designer's Approach

## ILLUSTRATOR

- » Making Illustrator Artwork Look Organic
- » Powerful Add-Ons to Boost Illustrator
- » Mastering CC Libraries
- » Using Illustrator to Explain Everything
- » Interactive Infographics with Illustrator and Animate

## PRESENTATION DESIGN

- » PowerPoint for InDesign Users: Get Up to Speed Fast
- » Wow 'em with PowerPoint
- » PowerPoint and Accessibility
- » Making Magic in PowerPoint
- » PowerPoint + Adobe Creative Cloud

## DESIGN

- » AI for Designers: Making DALL-E Work For You
- » Acrobat Features You Never Learned (But Need To Know)
- » Just Your Type: Beautiful Typography Everywhere
- » Embracing Diversity and Inclusivity in Design

# Who You'll Learn From

## INTERACT LIVE WITH 30+ 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.

### 2023 speakers include:



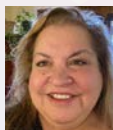
David  
Blatner



Dax  
Castro



Chad  
Chelius



Anne-Marie  
Concepción



Chris  
Converse



Laura  
Coyle



Nicté  
Cuevas



Nigel  
French



Erica  
Gamet



Monika  
Gause



Keith  
Gilbert



Nolan  
Haims



Tony  
Harmer



Mark  
Heaps



Theresa  
Jackson



Bert  
Monroy



Khara  
Plicanic



Jesús  
Ramirez



Mike  
Rankin



Laurie  
Ruhlin



Jole  
Simmons



Ben  
Willmore

# 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:



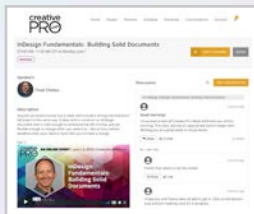
## ON-DEMAND VIDEOS

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 HANDOUTS

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.





**2023 PASSES ON SALE NOW**  
at [CreativeProWeek.com](https://CreativeProWeek.com)



## Contact Us

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

**email:** [events@creativepro.com](mailto:events@creativepro.com)

**phone:** +1.206.935.6135

### **CreativePro Network**

c/o Marci Eversole, Events  
18315 NE 198th St  
Woodinville, WA 98077

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