

High Tech Learning for a High Tech World



ipa webinar

Program Schedule

2003

IPA Webinars offer interactive, inexpensive access to comprehensive information and training from leading experts and experienced professionals. Webinars combine telephony and state-of-the-art Web conferencing technology to help IPA members and the graphic communication industry achieve **Operational Excellence** in the areas of creative services, production, workflow, and distribution.



IPA Webinars focus on issues important to all areas of your company, including management, production, sales and finance.

Examine the list of programs for issues that pertain to your business. Then, register for individual Webinars or for entire curriculums at www.ipa.org or call **(800)255-8141!**

WEBINAR VALUE!

- **No travel required**
- **Leading experts**
- **Up-to-the-minute**
- **Interactive**
- **Inexpensive**
- **No extra fees for Multiple attendees**

MINIMUM SYSTEM REQUIREMENTS

Windows 95, 98, NT, 2000, XP: Intel Pentium, 166 MHz; 32 MB RAM; Microsoft Internet Explorer 4.x, 5.x, 6.x, or Netscape Communicator 4.x; JavaScript and cookies enabled; 56K Internet connection

Mac OS 9.x or later: (Including OS X) PowerPC G3; 64 MB RAM; Virtual Memory on; Netscape Communicator 4.5 through 4.7, or Microsoft Internet Explorer 5; JavaScript and cookies enabled; 56K Internet connection; QuickTime installed

Online Training Schedule



AUDIENCE: ● Management ● Production ● Sales ● Finance

CREATIVE

Creative Services	March 26	● ● ●	Creative Services: Driving Forces and Opportunities"
	April 9	● ●	Creative Services: The Market, The Plan, The Culture
	April 23	● ● ●	Creative Services: Building a Sustainable Venture
	April 30	● ●	Creative Services: Sales, The Critical Factor

OPERATIONAL

OS-X	February 27	● ● ● ●	Mac OS X: Time to Switch?
	March 13	●	Mac OS X: Learning to Love It
	March 27	●	Mac OS-X: The Nitty-Gritty Stuff - Fonts, PDF, and PostScript
PDF	March 6	●	PDF/X-1a – The PREFERRED method to submit advertising
	April 8	●	PDF/X-Plus – A file format for ALL printing methods !
	June 4	●	PDF/X-3 – Device independence and the format for the FUTURE
	August 13	●	Collaborating with PDF and Acrobat
	October 8	● ● ●	PDF Tools RoundUP - Latest & Greatest Products on the Market
	December 4	● ● ●	Automated PDF Workflows RoundUP
Digital Proofing	May 22	● ● ●	Color Proofing Comparison RoundUP
	September 18	●	Soft & Remote Proofing - Real or Imagined
	October 23	● ● ● ●	Soft & Remote Proofing - Supplier RoundUP
Color Management	April 22	●	Converting from CMYK to RGB Workflows
	May 20	● ●	Color Management in Digital Photography
	July 15	● ● ● ●	Color Management Tools - Supplier RoundUP
	September 11	● ●	Color Management in the Pressroom
	November 6	●	Color Management – Common Problems and Solutions
Content Management	June 25	● ● ● ●	Conducting a DAM Needs Analysis
	July 9	● ● ● ●	Data Management Solutions
	July 23	● ● ● ●	Digital Asset Management RoundUP

DISTRIBUTION

Digital Output	April 10	● ● ● ●	Building Fulfillment & Mail Operations
	May 1	● ●	Designing For Digital
	June 5	● ● ●	The Success and Failure of Digital Color Printing
	July 29	● ●	Selling Digital Printing Services
	September 9	● ● ● ●	Integrating the Web into the Corporate Supply Chain
	October 7	● ●	Digital Workflow for Production Printing
	November 4	● ● ● ●	New Digital Color Opportunities
	December 9	● ●	Standards - The Impact on production and Profitability



IPA Webinar On-Line Training Calendar

"High Tech Learning For a High Tech World"

January						
Sun	Mon	Tues	Wed	Thur	Fri	Sat
			1	2	3	4
5	6	7	8	9	10	11
12	13	14	15	16	17	18
19	20	21	22	23	24	25
26	27	28 Value Added	29	30	31	

February						
Sun	Mon	Tues	Wed	Thur	Fri	Sat
						1
2	3	4	5	6	7	8 IPA Marketing & Sales Conference - Florida
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27 OS-X	28	

March						
Sun	Mon	Tues	Wed	Thur	Fri	Sat
						1
2	3	4	5	6 PDF	7	8
9	10	11	12	13 OS-X	14	15
16	17	18	19	20	21	22
23	24	25	26 Creative Services	27 OS-X	28	29
30	31					

April						
Sun	Mon	Tues	Wed	Thur	Fri	Sat
		1	2	3	4	5
6	7	8 PDF	9 Creative Services	10 Digital Output	11	12
13	14	15	16	17	18	19
20	21	22 Color Mgmt	23 Creative Services	24	25	26
27	28	29	30 Creative Services			

May						
Sun	Mon	Tues	Wed	Thur	Fri	Sat
				1 Digital Output	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20 Color Mgmt	21	22 Digital Proofing	23	24
25	26	27	28 Creative Services	29	30	31

June						
Sun	Mon	Tues	Wed	Thur	Fri	Sat
1	2	3	4 PDF	5 Digital Output	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25 Content Mgmt	26	27	28
29	30					



IPA Webinar On-Line Training Calendar

"High Tech Learning For a High Tech World"

July						
Sun	Mon	Tues	Wed	Thur	Fri	Sat
		1	2	3	4	5
6	7	8	Content Mgmt	10	11	12
13	14	Color Mgmt	16	17	18	19
20	21	22	Content Mgmt	24	25	26
27	28	Digital Output	30	31		

August						
Sun	Mon	Tues	Wed	Thur	Fri	Sat
					1	2
3	4	5	6	7	8	9
10	11	12	PDF	14	15	16
17	18	19	20	21	22	23
24	25	26	27	28	29	30

September						
Sun	Mon	Tues	Wed	Thur	Fri	Sat
	1	2	3	4	5	6
7	8	Digital Output	10	Color Mgmt	12	13
14	15	16	17	Digital Proofing	19	20
21	22	23	24	25	26	27
28	29	30				

October						
Sun	Mon	Tues	Wed	Thur	Fri	Sat
			1	2	3	4
5	6	Digital Printing	PDF	9	10	11
12	13	IPA Management Conference - Arizona		16	17	18
19	20	21	22	Digital Proofing	24	25
26	27	28	29	31		

November						
Sun	Mon	Tues	Wed	Thur	Fri	Sat
						1
2	3	Digital Output	5	Color Mgmt	7	8
9	10	11	12	13	14	15
16	17	18	19	20	21	22
23	24	25	26	27	28	29

December						
Sun	Mon	Tues	Wed	Thur	Fri	Sat
	1	2	3	PDF	5	6
7	8	Digital Output	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

CREATIVE



AUDIENCE: ● Management ● Production ● Sales ● Finance

Curriculum:

CREATIVE SERVICES

	CURRICULUM	INDIVIDUAL
Member Price:	\$304	\$ 95
Non-Member Price:	\$432	\$140

March 26 ● ●● **Creative Services: Driving Forces and Opportunities**
1:00 p.m. EDT

This program describes creative services and how to begin planning an expansion into the creative marketplace. The presentation includes understanding the driving forces, traditional strategies, niches and existing players in this competitive but high margin business. It concludes with a description of how to leverage your existing business to full advantage in creative services.

April 9 ● ● **Creative Services: The Market, The Plan, The Culture**
1:00 p.m. EDT

This program expands upon the ideas and concepts of the first Webinar with an informed look at the market, customer needs and competition. It continues with a review of the issues you will encounter expanding and building your creative service brand. Course Two concludes with a story about a global design giant who entered the production business inadvertently and found itself with an unprofitable office, a failed venture and a lost opportunity.

April 23 ●●● **Creative Services: Building a Sustainable Venture**
1:00 p.m. EDT

This program defines creative services, how an office works and why and how the culture supports an intense work experience and healthy margins over the long term. Further, the session explores how work-flow supports and creates new sales opportunities. A case study brings the concepts explored to life.

April 30 ● ● **Creative Services: Sales, The Critical Factor**
1:00 p.m. EDT

Creating and maintaining a consistent flow of work is key to success in any business. In creative services workflow is complicated by the impact of cultural issues on the creative team. This final program in our series focuses on the process of selling to both existing customers and prospects. In it we examine in detail how to plan for sales, and how the roles of media relations and public speaking can help you get the word out in the most powerful and inexpensive way possible.

REGISTER AT www.ipa.org OR CALL (800)255-8141

OPERATIONAL



AUDIENCE: ● Management ● Production ● Sales ● Finance

Curriculum:

OS X is Here. Are You Ready?

February 27 ●●●● 1:00 p.m. EDT
**MAC OS X
Time to Switch?**
Chuck Weger, Elara Systems

March 13 ● 1:00 p.m. EDT
**MAC OS X
Learning to Love It**
Chuck Weger, Elara Systems

March 27 ● 1:00 p.m. EDT
**MAC OS X
The Nitty-Gritty—Fonts,
PDF, and PostScript**
Chuck Weger, Elara Systems

	CURRICULUM	INDIVIDUAL
Member Price:	\$180	\$75
Non-Member Price:	\$288	\$120

Most shops probably have at least one Mac OS X machine sitting around for testing, but many have not yet made the switch in production. With Apple discontinuing Mac OS 9 support, is it time to move over to this (no longer) “new” OS? What will Mac OS X do for you, and what won’t it do? Beyond iTunes, iCal, and iEverythingElse, what’s the real world story with QuarkXPress, Photoshop, and other key applications?

Mac OS X looks different on the surface, and is very different underneath. Although some users will adapt to it quickly, others will need some hand-holding along the way. Learn about the top interface and architectural differences that affect daily operations, and how to adapt to them (or work around them). Discover what’s really better about Mac OS X, and what still needs work.

The font, display, and printing subsystems are totally new in Mac OS X. Learn how fonts are organized, and how to manage fonts effectively. PDF is the core of the display subsystem, but it’s not the same as Adobe’s PDF; discover the differences. See how printing can be better in Mac OS X, even though it’s completely different.

Curriculum:

Digital Color Proofing

May 22 ●●●● 1:00 pm EDT
**COLOR PROOFING
Comparison RoundUP**

September 18 ● 1:00 pm EDT
**SOFT & REMOTE
PROOFING
Real or Imagined**

October 23 ●●●● 1:00 pm EST
**SOFT & REMOTE
PROOFING
Supplier RoundUP**

	CURRICULUM	INDIVIDUAL
Member Price:	\$180	\$75
Non-Member Price:	\$388	\$120

The IPA, in conjunction with the European Color Initiative, held a color proofing roundup to allow the marketplace a way to review the available color proofing solutions, as well as the issues that affect color proofing. This webinar will review the tests, issues, and results of this important event and allow you to make better decisions about your current and future color proofing needs.

With deadlines getting shorter, the ability to shorten the time it takes to transport a hard copy back and forth for correction and approval can be a real bonus. But is soft proofing ready for prime time color judgment? And what about remote proofing? How can you be sure what you see is what you’ll get? This webinar will use real-world experiences to answer these and other relevant questions.

How do you keep up with all of the new tools that are available to support soft and remote proofing? This webinar will allow up to 10 vendors the opportunity to present their unique offerings. These tools will represent some of the latest and most beneficial production tools available.

OPERATIONAL



AUDIENCE: ● Management ● Production ● Sales ● Finance

Curriculum:

PDF

	CURRICULUM	INDIVIDUAL
Member Price:	\$360	\$75
Non-Member Price:	\$576	\$120

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|------------------------------------|---|---|
| March 6
1:00 p.m. EDT | ● PDF/X-1a: The PREFERRED method to submit advertising
Bill Carberry, PDF Experts | Major magazine manufacturers have already started to encourage the submission of ads as PDF/X files. PDF/X-1a is now the recommended file exchange format for Time Inc., Business Week, and many other publications. This webinar will cover the issues necessary to create a PDF/X-1a file. |
| April 8
1:00 p.m. EDT | ● PDF/X-Plus: A file format for ALL printing methods ! | Creating a PDF/X-1a file may be a requirement for publication ad submission, but it's also a great way for an agency or designer to submit files for print. However, print requirements differ for different processes. This webinar will show you how the PDF/X-Plus specifications were designed to handle a variety of different print processes and allow you to create files that can be processed through almost any production system. |
| June 4
1:00 p.m. EDT | ● PDF/X-3: Device independence and the format for the FUTURE | As the need for blind exchange, cross media publishing requirements become more ubiquitous, PDF/X-3 will be the format of choice. Its roots in PDF/X combined with its ability to support device independence make it a powerful tool in the publishing production arsenal. |
| August 13
1:00 p.m. EDT | ● Collaborating with PDF and Acrobat | As PDF becomes an integral part of the publishing workflow, there is an increasing need to find ways to enhance the supporting workflows. Adobe introduced many valuable collaboration tools in Acrobat. This webinar will teach you how to utilize the available tools to facilitate softproofing, electronic mark-up, digital signatures and other features, as a bridge to a more efficient publishing workflow. |
| October 8
1:00 p.m. EDT | ● ● ● PDF Tools RoundUP - The Latest and Greatest Solutions on the Market | To keep up with new tools and plugins available to enhance PDF workflows, this Webinar will provide a venue for 10 suppliers of PDF Tools and plugins to review their unique product offerings designed to improve production efficiency. These tools will present some of the latest and most beneficial production tools available. |
| December 4
1:00 p.m. EDT | ● ● ● Automated PDF Workflows RoundUP - The Latest and Greatest on the Market | How do you keep up with all of the new PDF automated workflows available to support PDF workflows? This program will provide a venue for 10 leading PDF workflow suppliers to review their unique product offerings. You will be presented with some of the latest and most beneficial PDF workflow solutions available in the marketplace. |

OPERATIONAL



AUDIENCE: ● Management ● Production ● Sales ● Finance

Curriculum:

COLOR MANAGEMENT

	CURRICULUM	INDIVIDUAL
Member Price:	\$300	\$75
Non-Member Price:	\$480	\$120

April 22
1:00 p.m. EDT

● **Converting from CMYK to RGB Workflows**

Scanning, digital photography and stock photography are all captured in RGB. Increasingly there is a need to maintain RGB color space in order to support cross media workflows. However, there are many other benefits to working with, and storing RGB as your primary color space. This webinar will teach you the secrets and benefits to creating a successful RGB workflow.

May 20
1:00 p.m. EDT

● ● **Color Management in Digital Photography**

All digital cameras are not equal with respect to color. The need to color manage Digital Photography workflows is critical. However it isn't as easy as dropping a profile into PhotoShop. This webinar will address the key issues, involved in achieving a successful color managed digital photography workflow.

July 15
1:00 p.m. EDT

● ● ● ● **Color Management Tools - Supplier RoundUP**

How do you keep up with all of the new tools available to support color management? This webinar will allow 10 vendors the opportunity to present their unique color management offerings. These tools will present some of the latest and most beneficial production tools available.

September 11
1:00 p.m. EDT

● ● **Color Management in the Pressroom**

Color managing monitors and proofers are important, but if you don't profile the pressroom as a target, you may never be able to satisfy your clients expectations. And there is more to color managing a pressroom than maintaining target ink densities and dot gain. This webinar will teach you the important elements necessary to successfully color manage a pressroom.

November 6
1:00 p.m. EDT

● **Color Management – Common Problems and Solutions**

Color management isn't really rocket science, but there are many variables that can affect the successful implementation of a color managed workflow. This webinar will address some of the most common problems and their solutions.

Curriculum:

CONTENT MANAGEMENT

	CURRICULUM	INDIVIDUAL
Member Price:	\$120	\$75
Non-Member Price:	\$192	\$120

June 18
1:00 p.m. EDT

● ● ● ● **Conducting a DAM Needs Analysis**

There are so many different content management solutions in the marketplace, how do you pick the best type of solution for your business? This webinar will explain how to evaluate your specific needs so that you can make an educated purchase.

July 09
1:00 p.m. EDT

● ● ● ● **Data Management Solutions**

What differentiates the various solutions available to manage your data? Which ones are good for data driven publishing or facilitating prepress production? Which ones can you use to sell data management services? This webinar will allow 10 vendors the opportunity to present their unique offerings. These tools will present some of the latest and most beneficial content management solutions.

OUTPUT



AUDIENCE: ● Management ● Production ● Sales ● Finance

Curriculum: **DIGITAL OUTPUT**

	CURRICULUM	INDIVIDUAL
Member Price:	\$420	\$75
Non-Member Price:	\$672	\$120

April 10 ●●●● **Building Fulfillment & Mail Operations**
1:00 p.m. EDT

Mail and fulfillment operations are critical to the “pull to profitability”. This session will examine the value proposition, sales process, infrastructure and investment requirements for building a successful mail/fulfillment operation.

May 1 ●● **Designing For Digital**
1:00 p.m. EDT

This program is designed to emphasize the importance of an integrated digital workflow for managing in today’s business environment. It is focused on streamlining operational efficiency from the customer through to completion. This program sets an excellent framework for the additional programs in this series.

June 5 ●●● **The Success and Failure of Digital Color Printing**
1:00 p.m. EDT

This session is focused on design requirements so that the file can be produced to the proper levels of customer satisfaction, linking document design to successful production of the printed piece.

July 29 ●● **Selling Digital Printing Services**
1:00 p.m. EDT

As graphic communications companies continue to evaluate digital color printing, this session will provide an education of the technology and key criteria for successful digital printing implementation.

September 9 ●●●● **Integrating the Web into the Corporate Supply Chain**
1:00 p.m. EDT

While digital printing is important, it is already a commodity product unless bundled with the appropriate set of value added services. This session is designed to emphasize that the sales effort needs to migrate from selling “print” to a program that encompasses a full menu of value added.

October 7 ●● **Digital Workflow for Production Printing**
1:00 p.m. EDT

The web has become a pivotal source of business for document service providers from storefront to integrated supply chain management. This session will examine the business models to web-enable your business and review the tools for successful implementation.

November 4 ●●●● **New Digital Color Opportunities**
1:00 p.m. EDT

Large format printing combined with special substrates can open new markets for graphic communication companies. This program will focus on the opportunities that exist in the marketplace.

December 9 ●● **Standards - The Impact on production and Profitability**
1:00 p.m. EDT

We hear about the alphabet soup of standards -JDF, XML, CIP4, VDX, PPHL. This program explains what the standards are and the impact they can have on your operational efficiency and ultimate profitability.

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