



# Bulletin

Idealliance Monthly News

July 21, 2017 • Volume 2, No. 7

## Innovative Education Sessions at PRINT 17

The **PRINT 17** show at McCormick Place in Chicago, Sept. 10-13, will feature new, innovative education session formats that foster knowledge exchanges and allow attendees to design their own “Learning Experience.”

PRINT, the largest gathering of the printing, publishing, in-plant, graphic communications and mailing/fulfillment communities in the Americas, is owned and produced by NPES - The Association for Suppliers of Printing, Publishing and Converting Technologies

More than 50 education sessions will shed light on topics ranging from design/creative process, and packaging to marketing, growth strategies and emerging technologies. These education programs analyze new methods to increase ROI through education seminars and hands-on labs, the pre-show OUTLOOK 17 conference, panel discussions, “Distinguished Leader” speakers, and The Learning Experience Theater presentations on the show floor.

As part of the PRINT 17 seminar program, Idealliance Chief Economist Andrew Paparozzi will speak on “The State of Our Industry: What’s Happening, What’s Ahead, and What We Can Do About It,” at a luncheon session on Sept. 11. In addition, Idealliance Consultant Bill Farquharson will present a seminar on “How to Sell Digital Printing Profitably” on Sept. 11 and Tim Baechle, Idealliance Vice President, Global Technologies and Workflows, will join with Ron Ellis of Ron Ellis Consulting for a panel discussion, “Brand Q: The New Recipe for Packaging” on Sept. 13.

### ‘Distinguished Leader’ Series

New this year, the “Distinguished Leader” speaker series will feature demonstrated thought leaders and agents of change in programs open to all at no cost. These leaders in their fields will share their unique experiences and how to stay ahead in the industry.

Kicking off the morning on Sept. 11, Tod Szweczyk, Vice President, Director Emerging Technology & Innovation of Leo Burnett speaks on “The Future of People, Technology, and Advertising.” On Sept. 12 attendees will hear from Michael Chase, Chief Marketing Officer at St. Joseph

Communications, on “Print in a Digital World 2018 Trend Report.”

“We know that the success of the entire printing and graphic communications industry hinges on staying profitable,” said NPES President Thayer Long. “We are transforming PRINT 17 into an entirely new experience—with more opportunities to connect and inspirational learning sessions to innovate the industry. PRINT 17 promises to deliver the venue for business networking and commerce within our community needed to grow this industry.”



### ‘Party with a Purpose’

Also new this year is the first annual Celebrate PRINT! Our Party with a Purpose. The party—at the House of Blues Chicago—will benefit Family Rescue, one of the largest domestic violence agencies in Illinois. This free party will feature the famous Chicago ‘80s band Sixteen Candles, and provide an opportunity to both dance and donate.

To make it easier for the entire industry to come together for the show, NPES is providing free high-speed wireless internet service throughout the convention center. This will allow PRINT 17 attendees to stay connected to their businesses with their personal devices while experiencing the latest technologies and trends in Chicago. For more information, visit [www.Print2017.com](http://www.Print2017.com).

While at PRINT, be sure to visit Idealliance at Booth #2067 where speakers at its Solutions Theater will provide informative sessions on topics ranging from business best practices, sales strategies, and staffing to industry trends, U.S. Postal Service programs, color standards, and packaging process control. For more information, contact Julian Greer at (703) 837-1071 or [jgreer@idealliance.org](mailto:jgreer@idealliance.org).