

Educational Programs



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Paper's Impact on Design and Print

THE ART & SCIENCE OF SPECIFYING PAPER (1 HOUR)

NEW IN 2018

An introductory-to-intermediate workshop focused on the art and science of manufacturing and selecting/specifying fine printing papers. We'll introduce and review the key properties of paper – brightness, whiteness/shade, opacity, bulk/caliper, surface continuity and deliver insights on how these characteristics impact design choices as well as the final printed image. Included is an interactive discussion on maximizing applications for specific types of paper. This workshop can be customized for the design, printer, or merchant communities. Handouts, swatch books, promotional materials and demonstrations are included.

THE ART & SCIENCE OF PAPERMAKING (1 HOUR)

NEW IN 2018

An intermediate workshop focuses specifically on different finishes of paper – Gloss, Dull/Silk and Matte. We'll review how each surface is achieved through the paper manufacturing process and which surface is best suited for specific print applications. Discussions include uncoated and coated paper manufacturing, domestic versus import manufacturing processes, and how to best capitalize on each of their assets. A variety of printed samples are used to help attendees see, feel and hear about each different surface. This talk is ideal for designers, art directors, print production managers, print buyers and print sales associates.

Understanding and Managing the Color Workflow

THE STANDARD NO. 2 – INTRODUCTION TO COLOR MANAGEMENT (1 HOUR +)

An introductory workshop demonstrating how to understand and manage color at all stages of design and printing – from computer monitor through press and beyond. The seminar is broken into three parts. The first section demonstrates how to go beyond four-color process with touch-plates, ink substitution and stochastic screens using a comparative demonstration of the same image. The second section addresses Color Management – sharing expert tips for getting better color and managing color throughout the digital workflow. Lastly, the third section goes beyond four-color process explaining a variety of techniques including UV coating, special match inks, and Extreme Silver (also known as MetalFX or Liquid Foil) to expand and augment the standard print gamut. Ideal for designers, art directors, project managers and print production managers. A copy of The Standard No. 2 – Managing Color is provided.

COLOR THEORY: RGB TO CMYK/ADVANCED (1 ½ HOUR)

A novice to intermediate workshop covering Color Theory: RGB to CMYK including information and recommendations for achieving critical color match. This workshop provides an introduction to basic color theory, an explanation of tonal compression

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that occurs during the conversion from an RGB to a CMYK color gamut, the LPI/DPI relationship and high-resolution half-tone dot reproduction, and an explanation of stochastic/Staccato (CTP). This workshop is created for designers, art directors, production managers, print buyers and project managers. Sappi's How to Read a Press Sheet booklet and handouts are provided.

ON PRESS TROUBLESHOOTING (1 HOUR +)

An intermediate to advanced workshop covering the GATF quality control bar and its elements – star targets, slur bars, dot gain indicators and trapping targets as well as the G7 color bar and its components. Specific on-press paper, ink, mechanical, color management and design-based issues will be discussed. Ideal for those directly involved with production management, print purchasing and quality control. This workshop can be done in conjunction with a printer using their specific quality control bars as well as press sheets provided by the printer sponsoring the presentation. Sappi's How to Read a Press Sheet booklet and handouts are provided.

COLOR MANAGEMENT:

OPTIMIZING YOUR COLOR MANAGEMENT WORKFLOW (3 HOURS)

This half-day master class is an intermediate to advanced level workshop. This workshop will help attendees who aspire to build an optimized color workflow. We'll focus on a step-by-step review and discussion that addresses critical areas where most print challenges are generated. From image capture – ensuring images have the correct profiles for you and your printers' work space – whether shot or downloaded to managing critical color throughout the process we'll review the tools most needed for proper color viewing, quantification and articulation of accurate color values. In addition, we'll cover rendering intents and releasing files to printers. This master class is ideal for designers, brand managers, those involved in print production, print and asset purchasing, as well as anyone who needs to accurately identify, measure, quantify and articulate color. Our goal is to help you meet color expectations with minimal quality or time loss and avoid unexpected fees.

Topics Include:

- The RGB to CMYK conversion and its impact on printed color.
- Why WYSIWYG is not always true.
- Why some of the legacy color systems do not accurately convey color from gamut to gamut and how to overcome the limitations.
- Managing critical colors in product replication, corporate identity, and branding.
- Working with photographers to set up image capture requirements, retouching parameters, profiles and archiving for repurposing.

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- What measurement instruments every studio, agency or in-house production department should have on hand to ensure an optimized color workflow.
- The importance of a fully calibrated workflow and how to achieve it.
- Anticipating paper's impact on color.
- How lighting will impact how color is perceived, optimal viewing and measuring lighting conditions.
- SWOP, GRACoL, G7: industry guidelines that streamline and optimize the workflow, increase predictable results, and offer targets used throughout the supply chain both nationally and internationally.
- Challenges most often encountered in color management and how to address color management issues.

Attendees will receive a copy of Sappi's Standard #2: Color Management and Calibration as well as a copy of the seminar for note-taking purposes.

Industry Support

PRINTING PROCESSES (1 HOUR)

NEW IN 2018

This workshop will focus on the variety of printing process available to designers, print buyers and production managers and will detail which types of presses are appropriate for a variety of projects. We'll provide an in-depth look into letterpress, sheet and web offset, variable data presses, digital, and inkjet presses; highlighting each of their benefits and limitations to help you determine which are the best for specific types of print projects. Whether you're printing fine art, direct mail, catalogs, magazines, advertising or corporate communications materials knowing which press to choose will impact the holy trinity of print buying – price, speed and quality.

STANDARD #6: BINDERY TECHNIQUES (1 HOUR +)

This presentation, appropriate for all skill and knowledge levels, will teach you everything you need to know about binding. Every choice made in the design and implementation of a print project adds to the quality and aesthetics of the end-result – this includes images, type, paper, layout, printing techniques and binding. Binding, one of the most overlooked design options, can be a design solution in and of itself. Using The Standard 6 we'll dive deeply into the bindery process and its techniques – detailing the history, the wide array of available materials, and the types of binding processes to choose from. We'll cover the story of binding, the types of binding, binding as a design technique, the materials to specify in binding – all of which serve as valuable educational information teaching you how to specify and plan binding for your print communications.

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ACT NOW DIRECT MAIL: PUSHING THE ENVELOPE (1 HOUR +) UPDATED FOR 2018

Why, in the digital age, are we talking about marketing through the mail – because direct mail’s accessibility, versatility, and productivity makes it a relevant and powerful advertising medium that is important to any integrated cross-channel marketing campaign. To help you take advantage of direct mail’s current, versatile capabilities, this workshop includes a review of the fundamentals of creating a direct mail strategy, including prioritizing the elements of your plan, selecting a target audience, creating and acquiring a mailing list, crafting a viable message, designing a format, and calculating the facts and figures that will validate the success of your efforts. We’ll dive into specific creative approaches that outline cutting-edge applications for designing and printing paper products. We’ll also review technical guidelines and rules, including current information from the United States Postal Service, that determines cost and mail-ability. Attendees will receive a copy of the ACT NOW book along with the visually stunning 5 Second Rule Web Covers promotional booklet. This workshop is a perfect discussion for anyone in direct mail sales, strategy, creative and/or production whether at a studio, in-house, agency or corporate environment.

HAPTIC BRAIN/HAPTIC BRAND—A COMMUNICATOR’S GUIDE TO THE NEUROSCIENCE OF TOUCH

More than half the human brain is devoted to processing sensory experiences. Touch, in particular, is an important part of the communication process. The way we understand and interpret the world is fundamentally rooted in our physical bodies. So, how things feel drive our thoughts and behaviors, influences our comprehension and retention of information, and profoundly shapes our emotional connections. Haptic Brain/Haptic Brand looks at communication through the lens of neuroscience, exploring how media shapes the brain and, consequently, the way a brand is perceived. This presentation examines haptics – the study of how our sense of touch shapes what we think, and explores the science that explains why haptic brands respond so well to haptic brands. Through profiles of companies that have built deep emotional connections by integrating touchable media into branded communications, Haptic Brain/Haptic Brand offers inspiration and education to designers, marketers and brand owners, while sharing guiding principles for all to use. Attendees will receive the award-winning Haptic Brain/Haptic Brand booklet along with the beautifully designed and sensually tactile Seeing Isn’t Believing direct mail promotional.

THIS IS YOUR BRAIN ON PAPER (1+ HOURS) NEW FOR 2018

If you’ve experienced the Haptic Brain/Haptic Brand presentation but want more insight into the power of print, then this talk is for you. In this sequel to Haptics, we’ll present a deeper dive into the discussion of ink-on-paper in comparison to digital communication. We’ll cover how the sense of touch influences readers’ perception and retention of brand and marketing communications. We’ll dig deeply into

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bi-lateral literacy and its impact on how content is perceived. And, we'll discuss how 'constant distraction' affects our ability to learn, to comprehend and to retain the vast amounts of information with which we are bombarded every day.

We'll cover:

- The results of the Millward Brown study showing how ink-on-paper stimulates our senses and how it affects brand and content perception.
- The endowment effect, its impact on desire and why quality matters.
- Information from Dr. Mary Anne Wolfe, neuroscientist and author, helping marketers dig deeply into bi-lateral literacy.
- The value of hand written note-taking.

With this information, marketers, designers, brand owners and print production managers will add more horsepower to their brand communication knowledge.

THE MARKETING OF HIGHER EDUCATION (1 HOUR +)

UPDATED FOR 2018

The competition between colleges and universities to enroll the best and the brightest in their institutions is intense. Understanding how to approach this market involves tracking trends and behavior patterns, recognizing digital and social media preferences, addressing misconceptions and best practices – as well as learning how to speak to the audience in a “voice” that excites and motivates. To help you wade through these waters, Sappi has prepared this informative guide for higher education marketing professionals. It brings life to industry statistics, demonstrates unique case studies, explains little-known myths and facts of marketing, and includes a 5-page pullout filled with “cross channel” marketing tips.

MULTI-GENERATIONAL MARKETING (1 HOUR +)

NEW IN 2018

Not long ago, one single campaign could inform your whole audience. Today, the order of the day is to hyper-target to ever more defined demographics, acknowledging the profound differences between each generation – Boomers, Gen X, Millennial A, Millennial B and Gen Z. To reach these varied consumers, marketers strive to discover which media outlets they use, how they prefer to get marketing messages, and how to best engage them in a relevant and timely manner. This informative presentation will identify each of the generational sub-targets, outline their predominate traits and characteristics, explore their preferred media, and determine the best media strategies to engage each of these unique generations in order to communicate your marketing and sales message most effectively.

PRINT IN THE NEW MEDIA MIX (1 HOUR +)

UPDATED FOR 2018

Integrated Marketing, Multi-Channel Distribution and Social Media/Networking are just a few of the many descriptors currently used to describe new business models being implemented by advertisers, marketers and media strategists. Our consumer

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society is overwhelmed with new devices – many hand held – that serve as primary sources for communications and intra-connectivity. Which leads traditional, legacy medias such as television, radio and print to ask the larger questions: Where do we fit in? Is print truly a waning media? Is it being replaced by disruptive technology?

This presentation covers how the print industry can evolve its share by proving its effectiveness as part of the communications mix. For example, how does print complement social networking and online communication; how will eReaders and tablets impact publishing and their readership; can using QR codes and Augmented Reality codes add a multi-dimensional aspect to connect the Print experience to the interactive one? This presentation is for those trying to sort through all of this information, new media and technology and blend it into the print provider mix.

THE FUTURE OF PAPER & PRINT (1 HOUR +)

NEW IN 2018

Digital technology has experienced exponential growth and will continue to play a central role in the way we communicate. Where will analog communications fit in this scenario? How will the continuous growth of digital impact magazines, books, direct mail and marketing collateral? In order to effectively plan future sales and marketing strategies we need to address all these questions and more. In this talk we will address the following topics:

- The evolution of print technologies and their impact.
- Understanding where ink-on-paper excels and its humanizing role in culture and civilization.
- Examining which communication tools are most valued by differing age groups.
- How to ensure the successful marriage of print and digital.
- Using AR or other technologies as the bridge between print and digital.

These topics and more will be covered in a lively and engaging discussion for marketers, publishers, designers, and print production managers.

FADS, TRENDS & DISRUPTIVE INNOVATIONS (1 HOUR)

NEW FOR 2018

Our culture is constantly being influenced by fads, trends and occasionally truly disruptive technologies that find their way into new and maturing markets. It raises the question: how do we integrate these new technologies into our current sales and marketing strategies? While some are pricey now, we have seen the cost of many tools (some only a few years old) become affordable and a part of day-to-day life very quickly. Some of these new technologies may only have a few providers now. But as we have often seen, if there is market demand there will be more and more suppliers – many coming from the most unexpected places including the graphic arts industry but especially the print community and related supply chain manufacturers. We'll cover new technology such as image recognition as a link between ink-on-paper and digital marketing communications; OLED (organic light

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emitting diodes) paper thin monitors being incorporated into unique direct marketing and publishing campaigns; the ability to print electronic and digital circuitry directly on substrates to be used for new products including packaging, interior design, greeting cards and more. Join the discussion on how the printing industry is incorporating new technology to evolve in ways we would not have imagined only a few years ago.

QUICK RESPONSE CODES AND AUGMENTED REALITY CODES (1 HOUR)

UPDATED FOR 2018

This session offers an exciting discussion of Quick Response (QR) codes, how they work, different applications and their growing importance as the print to online facilitator in Integrated Marketing. Nearly two decades old, yet relatively new to North America, QR Codes have had an amazing acceptance and growth due to the proliferation of Smart Phones and to new technological developments being implemented constantly.

Throughout this discussion, we'll also spend time reviewing the emergence of Augmented Reality and explore how print-based AR codes are being used by marketers to reach their customers using both educational and entertaining video. We'll cover how AR is being used, who is using it and how to marry print and video. And finally, we'll look at Near Field Communications, clickable paper and image recognition with case studies of successful integration and current market uses.

REFLECTED WORKS

NEW FOR 2018

By looking back through the Sappi archive, we can look forward to a future of exciting possibilities in print. Some things change while others stay the same. Technological innovation, the invention of new media and the prevalence of data right at our fingertips have all made the ecosystem in which we operate more complex. Despite this, the magnetism of quality-made products remains strong. And, Sappi delivers exactly that – we have helped brands make smart decisions about how to best leverage readily available print technologies spanning 150 years. We have a legacy of innovation, as evidenced by a robust collection of go-to resources, demonstrating Sappi's role as an upholder of standards as well as a creator of new ones. In this presentation we take you on a tour of Sappi's rich 150-year heritage, including a legacy of innovation, which we draw upon and share as a source of inspiration and education. The Reflected Works, our printed series of four booklets, tells the Sappi story through a collection of Advertising, Education and Promotional pieces from 1910–1969. A fully searchable, downloadable (and enjoyable) version of the collection lives on at www.sappietc.com/reflected-works.

SPECIAL EFFECTS PRINTING AND ITS GROWING IMPORTANCE IN MARCOMM

NEW FOR 2019

Neuroscientific research reports that within our ever increasing mobile and social

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media-integrated world, the importance of stimulating all of the five senses is on the upswing. Multi-sensory stimulation increases the perceived value, mnemonic impact and perceived significance of a brand to humans as well as lifts response rates and increased sales. As a species we love to have all our senses stimulated and engaged by the world around us – and marketing and merchandising is part of that world. Special finishes and folds, as well as foil stamping, embossing/debossing, specialty coatings, specialty inks – whether delivered by offset, UV, or digitally printed – can engage audiences in ways neither a tablet nor smartphone can. In this presentation we'll take a deep dive into Special Effects Coatings, Varnishes and UV and all of the extraordinary specialty processes – from basic varnishes (gloss, satin, dull, matte) – to the groundbreaking special effects printing used in some of Sappi's most memorable and award-winning printed pieces since 2009.

SELLING PRINT IN A SEA OF CHANGE

NEW FOR 2019

The Graphic Arts Industry is afloat in a sea of change; business models, client needs and client expectations have shifted our business relationships as well as the corresponding sales opportunities. These changes have impacted what we sell and how we sell it. In this presentation, Daniel Dejan will highlight these changes and outline opportunities that allow you to take advantage of new expectations and demands while maintaining the necessary focus on traditional revenue streams. Do you understand how the market has evolved? Are you prepared for new market demands? Have you identified current selling opportunities? And, importantly, what relevance do print on paper marketing and communications play in the ever-expanding digital consumer-driven marketplace? Dejan will help you formulate answers to these questions and rethink your role in the graphic arts industry.

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Sappi North America, etc Print & Creative Manager

As an educator, designer, humanist, mentor and lover of all things graphic arts, Daniel Dejan has been an evangelist for the power of paper and print for the span of his career. He is the face of the etc (education-training-consulting) Group at Sappi North America where he delivers etc services to Sappi's wide range of clients.



With more than 40 years of design, production, print buying and on-press experience, Dejan is always ready to share his knowledge of the successful and effective marriage of print and paper. On the road 200 days a year, he is a hands-on, in-person resource – delivering presentations to designers, printers, corporations and paper merchants as well as to organizations at public and private events and conferences throughout North America including AIGA, HOW and Printing Industry of America chapters, Canadian Printing Industries groups, IDEAlliance/IPA events, Print Production and Art Directors Clubs.

Mr. Dejan is the recipient of the **2017 Sundeen/Simich Industry Support Award** from the Graphic Communication Educators Association and the **2018 Industry Influencer Award** from the Printing Industries of New England.

As printing techniques have evolved, Daniel has embraced new technology by not only investigating creative and effective ways to use QR Codes and Augmented Reality in conjunction with print and paper but also by exploring and commenting on the layered and complex relationships between the print and digital worlds; merging new –communications technology and human interaction.

Dejan has written articles for numerous trade magazines and was both a technical consultant and contributor to The Designer's Guide to Print Production. As a certified G7 Expert, Dejan is an authority in both Color and Color Management and an avid student of color perception and color theory as it relates to branding and printed color reproduction. He co-chaired the Spectrum Conference in 2007 and sat as a member of the Board of Directors for IDEAlliance/IPA for two terms.