



10 Big Ideas for Adding WOW to Your Print

November 14, 2018

Speaker

Trish Witkowski

Location

Four Seasons
Landisville

Social Hour

6:00 pm

Dinner

6:30 pm

Cost

\$25 - members

\$35 - guests

\$15 - students

RSVP

November 12 at
slc.org/reservations

Are your clients feeling uninspired and questioning the future of print? Get them out of their funk with 10 compelling ideas that will help them add more wow-factor and effectiveness to their print communications!

This bold and visual presentation showcases the best of digital and conventional print in 10 fun categories, like adding texture, creating dimension, going wild with ink, using great paper, integrating technology, using creative formats and more. This presentation will also provide ideas for how to promote the capabilities of your organization.

Key take-aways from this event:

- See powerful real-world print samples from digital and conventional print environments
- Get actionable ideas for all marketing budgets
- Renewed enthusiasm for the power of printed media



Before rising to international fame for her strangely addictive, weekly YouTube series, “60-Second Super-Cool Fold of the Week,” Trish flexed her creative muscles designing for brands like DAP, DeWalt, and Cover Girl. Over the last decade, she built a business and repeatedly rocked the print industry with productive software tools, compelling books and online courses. She has been a brand ambassador for Hewlett-Packard, inspired marketing teams at American Express, and consulted on strategy for ADT, Lowe’s and USPS. Her work with big brands and loyal fans led her to a deep-dive exploration of client and audience relationships, and the power of physical media in a digital world. Today, she’s the president of Foldfactory and FreshCut Crafts, and she speaks regularly to print, marketing and design audiences to educate and inspire.