



**NOVEMBER 3-5, 2014  
SEATTLE, WASHINGTON**



The  
**InDesign**  
Conference

***The Essential Event  
for InDesign Pros***

# Who We Are

The InDesign Conference is produced by David Blatner and Anne-Marie “design geek” Concepción, the same team that produces PePcon: The Print + ePublishing Conference, and publishes InDesignSecrets.com, *InDesign Magazine*, epubSecrets.com, and CreativePro.com. David and Anne-Marie have over 50 years of combined experience in this field!

The InDesign Conference has been a huge success, with thousands of attendees in cities around the world since 2004, from Melbourne to Tokyo to Amsterdam, and all around North America. Our sister event, PePcon: The Print + ePublishing Conference, has been seen by sell-out crowds since 2010.

The InDesign Conference is the place to be for anyone serious about publishing with Adobe InDesign.

## The InDesign Conference 2014: Seattle, Washington



This year's event will be held November 3–5 at the beautiful Bell Harbor International Conference Center on the Seattle waterfront, with additional

tutorial tracks at Adobe Systems' Seattle headquarters! **Register now** while we still have seats available!

Additional information about the event can be found at: <http://indesignconference.com>



Join InDesign users from around the world at this year's event.



## Learn from the InDesign Experts

The InDesign Conference features the top experts and trainers in the field of design, production, and publishing—including David Blatner, Anne-Marie Concepción, Russell Viers, Erica Gamet, Mike Rankin, Keith Gilbert, Sandee Cohen, and Chad Chelius. This is undoubtedly the premier Adobe InDesign-focused event in the world, and our speakers are the heart and soul of the event.

Adobe and other industry developers recognize the value of seeing so many thought-leaders in the same place, and each year send product managers and engineers to meet and interact with our audience. Our community of publishers, designers, and developers makes a unique opportunity for attendees, sponsors, and speakers alike to connect, network, and build long lasting relationships.

# The InDesign Conference: Is it for you?

Our attendees are professional designers, production artists, trainers, and publishers interested in keeping up with best practices and the newest innovations in software and publishing workflows.

Our audience spans a wide spectrum of experience, from “newbies” to “mavens.” Attendees at previous events have come from companies large and small, including Apple, Costco Wholesale, Microsoft, New England Journal of Medicine, Nike Apparel, Pfizer, Valpak, and Walmart.

If you want to become an InDesign power user, The InDesign Conference is the place for you.

**The InDesign Conference is content** Whether you make short interactive documents or print publications thousands of pages long, The InDesign Conference will teach you how to work smarter, faster, and with more confidence.

**The InDesign Conference is community** You’ll learn a ton from the presenters on stage, and even more in one-on-one conversations with the speakers and your colleagues. The InDesign Conference brings you together with others who are working to solve the same kinds of problems you are.



# 5 Reasons You Can't Afford to Miss this Event

**Strengthen Your Skills** No matter your skill level, you'll learn new techniques and tools at The InDesign Conference!

**Stay Relevant** Our industry is changing faster than ever, and new products and techniques emerge every day. The InDesign Conference helps you keep current!

**Learn the Future of InDesign** Adobe is widely expected to announce new features in October. That means The InDesign Conference may be the first place you can personally experience and learn about the next version of InDesign!

**Get Face to Face with Adobe** Enjoy rare access to the InDesign product managers and engineers. Plus, our post-conference tutorials are being held right inside Adobe's Seattle headquarters!

**Make Valuable Connections** The InDesign Conference is a great venue to learn what others in our industry are doing with InDesign and how they're doing it.

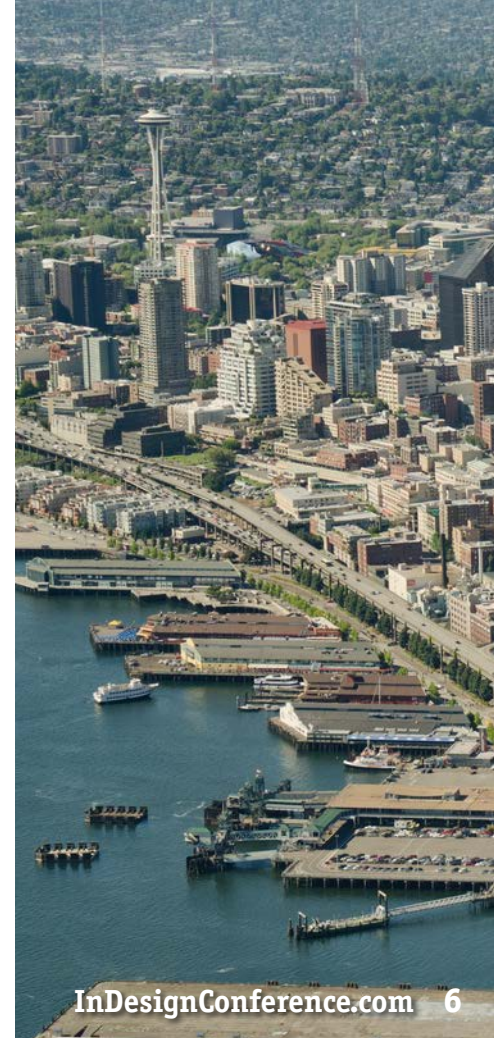


# The InDesign Conference 2014 Seattle, Washington

**Fly in early and spend the weekend exploring this world-class destination city!**

Located on Seattle's waterfront, Bell Harbor International Conference Center offers breathtaking 180-degree panoramic views of the Olympic Mountains, Mount Rainier, Puget Sound's Elliott Bay, and the Seattle skyline. Bell Harbor is within easy walking distance to Seattle's famous Pike Place Market and the shopping corridor, providing guests with the opportunity to explore the city pre- or post-event.

**Plus:** Gold Pass attendees get a special treat: Full day tutorials held at Adobe's beautiful Seattle headquarters! Have lunch overlooking Union Bay, in Seattle's famous Fremont neighborhood (the self-proclaimed "Center of the Universe").



# The InDesign Conference 2014

## Schedule of Sessions

Monday Sessions	Tuesday Sessions	Wednesday Tutorials
Clever Techniques, Hidden Tips	Need to Know: GREP	All Day DPS In Depth: Building Folios for Digital Publications
Swatch This: Tips for Color	Typekit for Desktop	
Workgroups: Sharing and Syncing	Troubleshooting: What to do when things go wrong	All Day EPUB InDepth: What You Need to Know, from A to Z
Mastering InDesign's Typographic Engine	Reflowable and Fixed Layout EPUB: The New PDF?	
Amazing Scripts and Add-ons	InCopy Quickstart and FAQ	
What's New?! Keeping Up with New InDesign Features	InDesign Power Shortcuts	
Need to Know: Object Styles	Tables Techniques	
Image Workflow: Keep it Live	IDML Geekout	
Building Accessible PDFs	Interactive PDFs	
Five Essential Steps to a Hassle-Free Long Document	Word and InDesign: The Editorial Workflow	
InDesign to HTML 5	Data Publishing with Merge	



# FAQ

**Q:** What is the cost of the conference?

**A:** The cost depends on whether you want to add a full-day DPS or EPUB tutorial:

- 2-day conference: \$795 until September 22 (“early bird discount”). After that date, it is \$895.
- **Gold Pass:** Conference plus choice of post-conference tutorial: \$1195 (or \$1295 after September 22). Note that *space is extremely limited* and only 100 Gold Passes will be sold.

[Click here to register for The InDesign Conference.](#)

**Q:** Is there an educational discount?

**A:** Yes, students, faculty, and staff at universities, colleges, community colleges, and high schools are eligible for \$100 off the cost of the 2-, or 3-day events. To register with this discount, please contact [info@indesignconference.com](mailto:info@indesignconference.com) with proof of your position.

**Q:** What is included in the conference registration fee?

**A:** Included with our 20+ information-packed sessions presented by internationally-known speakers, you’ll get:

- Full breakfast and lunch on Monday, Tuesday, and Wednesday, based on your pass type.
- A PDF event handbook with over 200 pages of additional information, speaker notes, and useful InDesign reference materials
- The InDesignSecrets *Top 40 Tips* eBook
- Automatic entry into “door prizes” worth over \$5,000, including Adobe Creative Cloud and more!





# See you in Seattle!

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*Don't miss The InDesign Conference 2014 in Seattle!*

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