



digital
technology
council

DTC Webinar

Making Print Valuable and Relevant

presented by Konica

Be it advertising, publications, packaging or whatever...most of us understand the value and relevance of the product we produce.. but how do we convey that to others?

“Make Print Valuable and Relevant,” a presentation focusing on:

- The How and Why to Make Print Valuable
- Key Triggers to Making Print Relevant
- Increasing Value (and Profitability) of CMYK
- Print That Performs and How Do We Get There?
- The New Print Industry – How Do We get There?
- Functional Print – Printed Electronics
- Intelligent Inks or Smart Inks – How Close Are We?

Date: Tuesday, September 24, 2019

Time: 2:00 p.m. – 3:00 p.m. Eastern



Cost: FREE for PICA members. Not-yet-members: \$39 per Internet connection (you may have multiple people sit in on one connection.)

To Register: Fill out the registration form and email to cjepps@picanet.org. A confirmation email with the connection information will be sent to you a few days before the webinar.

About the Presenter: Mr. Steve Bruno is National Sales Manager with MGI USA. Steve has been in the printing industry for over 40 years. Steve owned and operated a printing company in California until its sale in 1989. Since then, he has held several executive level sales and management positions with leading industry equipment manufacturers until starting with MGI in 2011. Steve's careerlong perspective as a printing and OEM executive, has given him a unique perspective on the true value of Print and how it needs to be communicated to our customers.



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