



News Release

For Immediate Release

Contact: Terrie McKee
Director of Member Engagement
tmckee@picanet.org
(704) 357-1150

FOR IMMEDIATE RELEASE

Beyond the Job Jacket: Live Webinar Training Intensive Elevates Customer Service Excellence in the Printing Industry

Three-part, instructor-led webinar equips CSRs, account managers, and project managers with the skills today's print customers demand

CHARLOTTE, NC (January 27, 2026) — Customer expectations in print, packaging, and graphic communications have never been higher—and neither has the need for skilled, confident customer service professionals. To meet that challenge head-on, **PICA** is proud to present ***Beyond the Job Jacket: CSR Training Intensive***, a **live, instructor-led webinar series** designed to strengthen communication, streamline workflows, and elevate the customer experience from quote to delivery.

The three-part virtual training will take place **February 5, 12, and 19, 2026**, and is open to customer service representatives (CSRs), account managers, and project managers at all experience levels. Participants will engage in real-time instruction, discussion, and practical application—all from the convenience of their own workplace.

“Today’s customers want more than fast turnaround times—they want trusted partners who understand their goals and keep projects moving smoothly,” said PICA President Carrie Epps. “This live webinar series goes beyond the basics to help customer-facing teams communicate clearly, think strategically, and add value at every stage of a job.”

“Beyond the Job Jacket” focuses on the skills that directly impact customer satisfaction and operational success, including:

- Proactive, professional customer communication
- Managing expectations and navigating challenging conversations
- Understanding internal workflows and how decisions affect production
- Strengthening collaboration between sales, customer service, and operations
- Reducing errors, rework, and stress throughout the job lifecycle

Designed specifically for the printing, packaging, and graphic communications industry, the live webinar format combines real-world scenarios with practical tools participants can apply immediately.

Speakers are Debbie Nicholson of Think to Ink, Kelly Mallozzi of Success.in.Print, and Peter Muir of Bizucate, Inc.

The program is offered at a **flat company rate**, making it easy for organizations to train multiple team members at once:

- **PICA Members:** \$335 per company
- **Non-Members:** \$580 per company

Registration is open until February 4. For more information or to register, visit <https://tinyurl.com/PICAcsr26>.

The Printing Industry of the Carolinas, Inc. (PICA) is a trade association representing the printing, converting, and graphic communications industry in North and South Carolina. Headquartered in Charlotte, NC, it will be celebrating its 100th year in 2031.

#