



CORRECT at 17 June 2010

<b>Workshop/Seminar Title</b>	<b>The Print Production Process of the Book - from start to finish</b>
<b>Description</b>	<p>This new look print production workshop will cover the print production processes from original design to destination; from defining the specs to delivering the book to the warehouse.</p> <p>With the help of industry experts in both print and publishing and guided by industry feedback – the day has been designed to benefit and inform and inspire discussion between a wide range of attendees.</p> <p><b>You will hear from both the print and the publishing perspectives.</b> You will have an opportunity to see at first hand what some of the machines that print your files are capable of.</p>
<b>Cities and Dates</b>	<p><b>PLEASE NOTE: as of 16 June DATES HAVE SWAPPED BETWEEN THE CITIES due to Galley Club Awards on Friday 6 August in Sydney</b></p> <p><b>Melbourne:</b> Tuesday August 3 <b>Sydney</b> Thursday August 5</p>
<b>Start and finish times</b>	9.15 a.m. – 4.30 p.m.
<b>Presenters</b>	<p><b>Gary Bender</b> Gary is the general manager and principal trainer for Intech Australia. He has over 40 years of experience in the printing industry with the last 26 years being involved in the delivery of a broad range of educational and training courses and workshops with Intech, Australia's leading registered private training provider for the graphic communications and affiliated industries.</p> <p><b>Tiffany Johnson</b> Tiffany Johnson started her career in production at Queensland Newspapers before moving to London and into book production. A couple of exciting years in the Children's Division of HarperCollins cemented her love of producing books rather than newspapers and has since worked with Steve Parish Publishing and Murdoch Books back in Australia. Last year Tiffany began the Australia/New Zealand office for 1010 Printing and now sees the production side of the industry from a different perspective.</p>
<b>Who should attend?</b>	<ul style="list-style-type: none"><li>• All Production staff – from assistants to new production controllers or department managers</li><li>• Editorial staff involved in print production</li><li>• Designers who want a better understanding of production issues and what affects production</li><li>• All small publishers responsible for the production process</li><li>• Those new to the industry and publishing for the first time.</li></ul>
<b>Content may/will include</b>	<p><b>Gary Bender:</b></p> <ul style="list-style-type: none"><li>• The environmental sustainability of print</li><li>• The benefits of dealing with ISO 14001 certified suppliers</li><li>• The use of sustainable paper FSC, PEFC, Carbon Neutral</li><li>• Print on demand options</li><li>• Digital file preparation tips and tricks</li><li>• Digital proofing trends and printing to ISO colour standards</li></ul>

	<ul style="list-style-type: none"> <li>• The printing processes and their relevant applications</li> <li>• The differences between digital, sheetfed and webfed</li> <li>• Printing ink, varnishing, coating and embellishment options</li> <li>• Imposition styles and formats</li> </ul> <p><b>There will be a short TOUR</b> of selected <b>Print machines</b> to observe an environmentally compliant print production facility.</p> <p><b>Tiffany Johnson:</b></p> <ul style="list-style-type: none"> <li>• Defining the specification: formats, stocks and finishes</li> <li>• Print production workflow from the publisher to the printer</li> <li>• Imposition styles and formats</li> <li>• Binding, finishing and distribution options</li> <li>• Scheduling the job internally with the creative team and externally with the suppliers</li> <li>• Selecting the printer and comparing quotes and dummies</li> <li>• Colour and other pre-press and printing issues/topics</li> <li>• Shipping and approving advances.</li> </ul> <p>You will have opportunities to share your experiences and knowledge, and conclude with a <b>PANEL DISCUSSION</b> on issues you wish to raise and on issues facing the production process with the advent of digital publishing.</p> <p><b>Karen Young</b> will be joining the panel in Sydney with her experience of large scale publisher and in freelance production.</p>
<b>Investment</b>	\$395 APA members [Also Galley Club and Society of Editors' members with proof of membership.] \$460 Non-members
<b>Venues</b>	<b>Melbourne:</b> Venue: Hannanprint, 504 Princes Highway, Noble Park, VIC <b>Sydney:</b> Venue: Hannanprint, 55 Doody Street, Alexandria, NSW
<b>Catering</b>	Morning and afternoon refreshments and a light lunch are included.
<b>Further information</b>	Please contact: Dee Read, Industry Professional Development & Training Manager, APA Office: 02 9281 9788 Mobile: 0424 603 251 e: <a href="mailto:dee.read@publishers.asn.au">dee.read@publishers.asn.au</a>

**NOTE: Event details are subject to change. The latest information is indicated by date at the top of the first page.**

<p><b>TO REGISTER</b></p> <p>1. Read Cancellation Policy</p> <p>2. Then register</p>	<p><b>Please keep a copy of the Registration Form for your accounts department as this form is your TAX INVOICE when paying by EFT or credit card.</b></p> <p><a href="#">Click here</a> to go straight to cancellation policy before filling in the registration form.</p> <p><b>Download TAX INVOICE/REGISTRATION form at <a href="http://www.publishers.asn.au/training.cfm">http://www.publishers.asn.au/training.cfm</a></b></p> <p><b>OR</b></p> <ul style="list-style-type: none"> <li>• Go to the Professional Development page Event Table</li> </ul>
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- Scroll to find workshop
- Go to **Status column**
- Click on **Booking Now** and this will take you to the TAX INVOICE/REGISTRATION form.]

- **Complete and fax** to 02 9281 1073
- **or email** to [dee.read@publishers.asn.au](mailto:dee.read@publishers.asn.au)