



the PRINT + ePUBLISHING conference

From print to pixel, ink to incredible...

May 14–16 ■ San Francisco

www.pepconference.com

5 Reasons You Can't Afford to Miss this Event

1 The Brain Trust
We're assembling the greatest collection of InDesign, ePub, and publishing experts in the world, including David Blatner, Anne-Marie Concepción, Russell Viers, Liz Castro, Mordy Golding, Keith Gilbert, Sandee Cohen, Gabriel Powell, James Fritz, Claudia McCue, Diane Burns, and more! They're not just on stage—they're eating lunch with you, in roundtable discussions with you, answering questions and exploring solutions!

2 Adobe is Here
Adobe is sending major players from the InDesign team to the conference. That means you'll enjoy rare access to the InDesign product managers and engineers. They're presenting sessions; they're answering questions; they're asking your feedback to help drive the future direction of InDesign!

3 CS6 is Coming
Adobe has not yet officially announced the next version of InDesign, but they have said it will be out before summer. This may be the first place you get to experience the awesome new features of CS6!

4 ePub, Tablet and Print
This is the year of rich interactive documents on tablets and eReaders. But of course, print publishing is still paying the bills at most companies! Come learn best practices from the experts!

5 It's All About the Relationships
Get out of your office and meet colleagues from around the world! PEPCON is the perfect place to find what others in your industry are doing and how they're doing it. Network and connect with this extraordinary community.

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Adobe



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Rorohiko
Workflow
Resources



TWIXL media



in-tools.com



emsoftware



CreativePro
.com



PressRun

Stay Informed!

Sign up for our mailing list at indesignsecretslive.com/subscribe to be among the first to hear breaking conference news. Also, you can follow us at: twitter.com/pepcon

Conference Schedule Overview

Monday, May 14	Tuesday, May 15	Wednesday, May 16
9:00 am – 10:00 am Introduction and Keynote: InDesign CS6 and the Creative Cloud	9:00 am – 9:45 am Day 2 Keynote: Static + Interactive	<i>Full day: Room 1</i> InDesign Beyond Print: eDocs and Tablet Apps
10:10 am – 10:30 am FX You Didn't Know InDesign Could Do	9:50 am – 10:10 am YabbAdobeDoo: Make the Suite Work For You	<i>Full day: Room 2</i> InDepth: InDesign, Photoshop, and Illustrator
10:35 am – 10:55 am InDesign to iPad and Android Apps	10:15 am – 10:35 am Preparing Images for ePub/eBook	<i>Full day: Room 3</i> What's New in InDesign CS6? Go InDepth with a New Version
11:00 am – 11:20 am Tables That Don't Look Like Tables: Power Techniques	10:50 am – 11:10 am Making Your Folio Come Alive: Embedding HTML and RSS	<i>Please note that the above tutorials require an additional fee. For more information, see the next page.</i>
11:35 am – 11:55 am Top 10 Scripts and Resources for EPUB Production	11:15 am – 11:35 am PDF for iPad and Tablet	<i>Speakers and session descriptions are subject to change. For the most current session descriptions and speaker details, please see pepconference.com</i>
12:00 pm – 12:20 pm First Impressions: Making a Great Folio Cover	11:40 am – 12:00 pm Top Ten Type Tips	
1:30 pm – 2:30 pm -- Room 1 XML for Print and Digital Publishing	12:00 pm – 1:30 pm Lunch with Adobe: Sit Down with the Adobe Development Team	
1:30 pm – 2:30 pm -- Room 2 Producing eBooks from InDesign: ePub and Kindle	1:30 pm – 2:30 pm -- Room 1 Let's Talk PDF: Best Practices for Print Workflows	
1:30 pm – 2:30 pm -- Room 3 Working Smarter: Building InDesign Templates for Print, Tablet, and EPUB	1:30 pm – 2:30 pm -- Room 2 Creating Enhanced eBooks	
2:45 pm – 3:45 pm -- Room 1 Stay on the Cutting Edge: Five Tools to Learn Now	1:30 pm – 2:30 pm -- Room 3 Grids and Other Typographic Power Techniques	
2:45 pm – 3:45 pm -- Room 2 Long Documents: Ten Essential Techniques	2:45 pm – 3:45 pm -- Room 1 Let's Talk Future: How to Prepare for the Next Two Years	
2:45 pm – 3:45 pm -- Room 3 Design Essentials Every InDesigner Should Know	2:45 pm – 3:45 pm -- Room 2 The Future of eBook Publishing: EPUB3	
4:00 pm – 5:00 pm -- Room 1 Creating One-Off Tablet Apps from InDesign	2:45 pm – 3:45 pm -- Room 3 Moving Your Publication From Print to Tablet	
4:00 pm – 5:00 pm -- Room 2 Power Illustrator Techniques for Everyone	4:00 pm – 5:00 pm Prizes, Tips, Q&A	
4:00 pm – 5:00 pm -- Room 3 Making Data Beautiful		
8:00 pm – 10:00 pm Ignite InDesign!		

Post-Conference Tutorials, May 16

Please note that these full-day (9 am–4:30 pm) tutorials require an additional fee. The sessions are not hands-on, but you may bring your own laptop (though we cannot guarantee AC power at the event).

InDesign Beyond Print: Interactive PDFs, EPUBs, and iPad/Tablet Apps

James Fritz

InDesign is the world's best layout tool, but that doesn't mean only print layout! Learn how InDesign makes it easy to create interactive PDF files, SWF (Flash) files, EPUB documents, and iPad/Tablet apps.

- » Building apps for iPad and Android: Adobe Digital Publishing Suite and other great solutions
- » Successful EPUB export
- » Building Presentations
- » Building navigation links efficiently
- » Making smaller and faster interactive PDF files

Creative Suite InDepth: InDesign, Photoshop, and Illustrator

Russell Viers

Join internationally known Suite-Superstar Russell Viers for a special all-day session that covers InDesign, Photoshop, and Illustrator... and most importantly: How they work together to form a one-two-three knockout punch. If you use the Creative Suite, it's a day you won't want to miss!

Topics covered include:

- » Strategies for using multiple artboards in Illustrator
- » Why smart objects make you look smarter
- » The (wrong) assumptions most people make about how to move artwork from one program to another.
- » Take your artwork from "good" to "that's great!"
- » Five techniques that will make you fall in love with Bridge (they'll surprise you!)

What's New in InDesign CS6: InDepth with a New Version

Claudia McCue, David Blatner, Anne-Marie Concepcion, Sandee Cohen

Adobe has announced that they will be releasing InDesign and the Creative Suite CS6 in the first half of this year (24 months after the last major version). We'll cover all the features that are public at the time of the conference. If you need to be on the cutting edge of publishing, this is the session for you!

- » Adobe MAX Sneak Peak: Liquid Layout (adaptive layouts)
- » How InDesign works with Photoshop CS6 and Illustrator CS6
- » Automation improvements
- » New interactive document features



Location

Join us in beautiful downtown San Francisco for the publishing event of the year!

We'll feed you food (breakfast and lunch included), information (prepare to learn a lot!), and plenty of networking opportunities with professionals from all around the world.

Fly in Early and Spend the Weekend in One of the Great Cities in the World!

San Francisco is an amazing place to visit in the late spring! [Click here for more information](#) about visiting the beautiful City by the Bay!

About the Conference Hotel

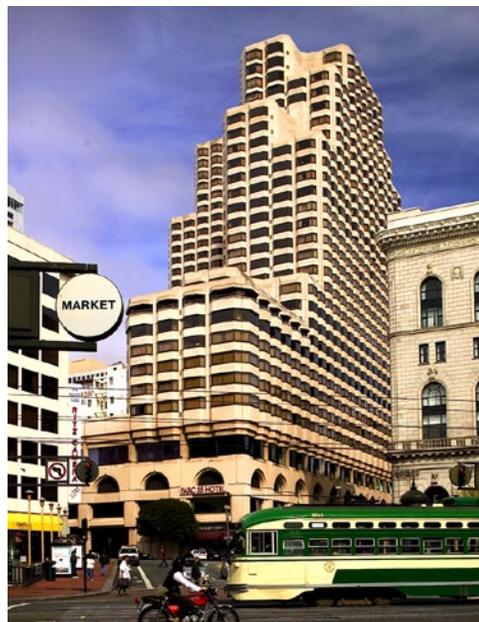
(Please do not send registrations here.)

Wyndham Parc 55
55 Cyril Magnin Street
San Francisco, CA 94102

Located in downtown San Francisco, near the renowned Union Square shopping area and theatre districts, the newly-remodelled Parc 55 is just a stroll away from the San Francisco Museum of Modern Art and the Yerba Buena Gardens. Enjoy a ride on the cable car system, just a half-block away.

Parking and Transportation

The Powell Street BART station is literally next door, making it easy to get to the conference from almost anywhere in the Bay Area, including a direct train ride from the San Francisco International Airport ([details](#)). The CalTrain train station is a 5-minute taxi ride away ([details](#)). There is pay-parking at the hotel and a few parking lots nearby. Please contact us if you have any questions or concerns.



Reservations

We have arranged for a block of rooms at a special conference rate of only \$189 (an awesome deal for this location). You can [use this reservation form online](#) to reserve your room.

Or please call the hotel directly and make your reservations at (800) 697-3103 — tell them you are attending PEPCON.

Note that this **special discount is only good until April 19**, and we have a limited number of rooms available, so reserve soon!



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pepconference.com

Registration

Thank you for coming to the conference! Payment may be made by credit card or check (all checks/POs should be payable to **Publishing Secrets, Inc.**, the conference hosts). Please fill out this form and send:

- via email to marci@indesignsecrets.com
- fax to +1-206-299-3086
- mail to Marci Eversole, 4002 Aikins Ave SW, Seattle WA 98116

- 2-day conference: before March 2: \$795. after March 2: \$895.
- 3-day Gold Pass: before March 2: \$995. after March 2: \$1,195.
- Tutorial only: before March 2: \$299. after March 2: \$349.

For 3-day Gold Pass or tutorial-only pass, please choose one:

- InDesign Beyond Print: Interactive PDFs, EPUBs, and iPad/Tablet Apps
- Power Suite: InDesign, Photoshop, and Illustrator
- What's New in InDesign CS"X": InDepth with a New Version

Conference location:

Parc 55 Wyndham • 55 Cyril Magnin
San Francisco, California

Name

Email address

Job title

Company/Organization

Address

.....

City, State, Zip

Country

Name to appear on badge (if different)

Work Phone

Fax

Cell Phone

Emergency Contact

Dietary restrictions

Do you have any special needs we should be aware of?
.....

Select a payment method:

- Visa MasterCard Discover American Express

Cardholder name

Number

Expiration date Credit card security code

If billing address is different, what is it?
.....
.....

- Purchase Order # Check

All checks/POs should be payable to Publishing Secrets, Inc.

Note: In the case of check or purchase order, the conference registration is not completed until payment is made in full.

Special Registrations:

- Group: Please add additional page with names. Register three or more people and each person gets \$50 off.

- Education: Student/Faculty (\$100 discount) Please include details:

Total

Sponsors include:



Cancellation and Transfers: If you need to cancel your reservation, you must do so in writing to Marci Eversole at marci@indesignsecrets.com no later than two weeks before the event. Once you cancel you will receive a refund of your registration fee minus a \$200 cancellation fee. Cancellations made less than two weeks before the start of an event, as well as attendees who fail to attend, will be responsible for the full registration fee. If you cannot attend, you may transfer your registration to someone else for no additional fee. To do this, click the "Review your registration record" link in your confirmation email or please contact Marci Eversole.