



# Our Events

InDesignSecrets was founded in 2006 by publishing gurus David Blatner and Anne-Marie “design geek” Concepción, and quickly became the web’s number-one resource for Adobe InDesign® users. The PEPCON and InDesignSecretsLive! events have been huge successes in North America since early 2010, dedicated to the proposition that in today’s world, creative professionals and publishers need to think about print *and* e-publishing—not “or”!

With over 50 years combined experience, David and Anne-Marie are bringing together the best of the best at this 2013 event, offering world-class, up-to-the-minute information to help designers understand the newest technologies, and navigate the overwhelming choices involved in publishing to print, tablet, and desktop.

## PEPCON 2013 / Austin, Texas



The 2013 PEPCON event will be held April 28 – May 1 at the Hilton Hotel in downtown Austin, Texas — the “live music capital of the world.” This is a three-track event with over 20 experts from around North America and Europe presenting over 30 sessions and workshops. We expect over 400 people, and the last three PEPCON events sold out.

Further information about the event can be found at:  
<http://pepconference.com>



Attendees at  
PEPCON 2012 in  
San Francisco



## PEPCON: The Faces of the Publishing Industry

PEPCON features the top speakers and experts in the field of print and ePublishing, including best-selling authors, internationally-known trainers, and consultants on the front lines of the publishing industry. We have built a reputation as the premier Adobe InDesign-oriented event in North America, and our speakers are the heart and soul of what makes this *the* print + ePublishing conference.

Adobe also recognizes the value of getting so many thought-leaders in the same place, and typically sends product managers and engineers to PEPCON to meet and interact with both the speakers and attendees. This community of publishers, designers, and developers makes PEPCON a unique opportunity for attendees, sponsors, and speakers alike to share, learn, and grow.

# PEPCON: Our Audience

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. There is a wide spectrum of experience, from “newbies” to “mavens.”

Attendees at previous PEPCON events have included designers, production staff, and educators from organizations such as Boeing, Starbucks, Walmart, American Council on Education, American Funds, Random House, The Smithsonian, American Funds, Wiley Publishing, LifeWay, National Gallery of Art, U.S. House of Representatives, National Science Foundation, The World Bank, Costco, NASA, and the University of Georgia.

*PEPCON is international* — the 2012 PEPCON event drew attendees from six different continents! (Unfortunately, no one came from Antarctica.)

*PEPCON is community* — whether you’re an educator or art director, production person or prepress-operator-turned-html-codemonkey, PEPCON brings you together with others who are working to solve the same kinds of problems you are.

*PEPCON is knowledge* — With a focus on InDesign and the Adobe Creative Cloud as the hub of publishing, PEPCON helps you separate the wheat from the chaff, leverage your creative intelligence, and become a successful print + epublisher!



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

**Stay Relevant** This industry is changing faster than ever, with new products and techniques every day. PEPCON helps you keep up!

**Strengthen Your Skills** We're assembling the greatest collection of InDesign, ePub, and digital publishing experts in the world! They're not just on stage—they're eating lunch with you, in roundtable discussions with you, answering questions and exploring solutions!

**Learn About CS7 and the Future** Adobe has not yet officially announced the next version of InDesign, but this may be the first place you get to experience the awesome new features of CS7!

**Forge the Future with Adobe** 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.

**Make Valuable Connections** 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.



# PEPCON 2013 Sessions

(For a more complete list, please see [pepconference.com/schedule.html](http://pepconference.com/schedule.html))

## Sunday Half-Day Tutorials

InDesign: Take it to the Next Level

EPUB Bootcamp: What You Need to Know

DPS Bootcamp: Building Folios for Digital Publications

CSS/HTML Bootcamp: What Designers Need to Know

## Monday

What's New in CS "X" and the Creative Cloud 2013?

FX You Didn't Know InDesign Could Do

Top 10 Scripts and Resources for EPUB Production

Think Mobile

Unexpected (and cool!) Uses for DPS Slideshows

Top Free Plug-ins and Scripts for Every InDesign User

Moving Your Publication From Print to Tablet

Creating and Distributing PDF Forms with InDesign and Acrobat

Fonts for Digital Publications: EPUB, Tablet Apps, and Web

Producing eBooks from InDesign: ePub and Kindle

Word, Excel, GoogleDocs, and InCopy: Taming the Editorial Workflow Beast

Illustrator and Photoshop: Awesome Effects Using Our Two Favorite InDesign "Add-ons"

Snapshot: Today's Digital Publishing Landscape

Look Ma' No Hands! Amazing Feats of InDesign Automation

New Workflow Possibilities with PDF

Ignite InDesign! Tips, Tricks, and Techniques

## Tuesday

YabbAdobeDoo: Make the Suite Work For You

Top Ten Type Tips

Push InDesign to the Web

Multilingual Publishing

Publishing PDF to iPad and Tablets

Lunch with Adobe: Sit Down with the Adobe Development Team

Design Essentials Every InDesigner Should Know

Creating Enhanced eBooks with EPUB 2 and 3

Building a Single Edition iPad App from Start to Finish in One Hour

Deke McClelland's Techniques

Using iBooks Author with the Creative Suite

Let's Talk Future: How to Prepare for the Next Two Years

## Wednesday Half-Day Tutorials

InDesign to Kindle: Deep Dive

Before & After: Learn Design with John McWade

Beyond Print: InDesign to Interactive PDF

Power Suite Techniques: InDesign, Photoshop, and Illustrator

Secrets of a Successful Print and PDF Publisher

Publishing Your iPad App: The Hardest Step Explained

# PEPCON 2013: Location

Austin is “The Live Music Capital of the World”  
Fly in early and spend the weekend hearing live music  
and eating great food!

The Hilton Hotel is located in downtown Austin, Texas, surrounded by the city’s vibrant shopping, dining and entertainment scene. The famous 6th Street entertainment district, Warehouse District and 2nd Street District are all located within walking distance of the hotel and Austin Bergstrom International Airport is just seven miles away.

We have arranged for a block of rooms at the conference hotel at a very **special conference rate** of \$219 per night! See the conference web site for more details, or call the Hilton at: 800-236-1592 and tell them you are attending PEPCON. Note that this **special discount is only good until March 26**, and we have a limited number of rooms available, so reserve soon!



# FAQ

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

**A:** The cost depends on whether you want to add pre- or post-conference tutorials:

- 2-day conference: \$795 until March 1 (“early bird discount”). After that date, it is \$895.
- Conference plus choice of pre-conference tutorial: \$995/\$1095
- Conference plus choice of post-conference tutorials: \$1,095/\$1,195
- **Gold Pass:** Four days, choice of any tutorial and conference session: \$1,295/\$1,395

**Q:** Is there a discount for students or faculty members?

**A:** Yes, members at universities, colleges, community colleges, or high schools are eligible for \$100 off the cost. For more information, please contact [marci@indesignsecrets.com](mailto:marci@indesignsecrets.com) with proof of your position.

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

**A:** Besides admission to over 20 sessions packed with information presented by over a dozen internationally-known speakers, you’ll get:

- Breakfast and lunch on Monday, Tuesday, and Wednesday
- A PDF handbook with over a hundred pages of additional information, speaker notes, and useful InDesign reference materials
- A free one-month “all you can eat” subscription to [lynda.com](http://lynda.com), the largest online video training company in our field, with over 50,000 movies on InDesign, Photoshop, Dreamweaver, CSS, EPUB, and more.
- The InDesignSecrets *Top 40 Tips* eBook
- Automatic entry into “door prizes” worth over \$5,000, including the Adobe Master Collection, Adobe Creative Suite, and more!

# See You in Austin!



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*Don't miss PEPCON 2013 in Austin, TX!*

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