



Press Release

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For Immediate Release

Institute for Graphics and Imaging Announces Variable Data and Advanced Personalization Seminar

Pewaukee, Wisconsin—July 2009—The Institute for Graphics and Imaging (IGI)—an education and training organization funded by and dedicated to the printing and graphic arts industry—has announced a seminar focused on the use of variable data and personalization. The course will be held on August 18, 2009, and will be conducted by Steve Brown, a teacher and consultant specializing in the use of data by creatives. Brown is the general partner, owner, and founder of Thetasphere, a firm specializing in FileMaker Pro applications. The course will detail how to design database solutions which increase productivity and efficiency. Students will develop multipage PDF files containing catalog cover spreads for various customers. Each spread will be customized with variable data and advanced personalization, based on buyer demographics and preferences. The FileMaker Pro solution used to create the PDF will be discussed at length. Employees who would benefit from the course include in-house FileMaker developers, graphic designers, production managers, marketing personnel, IT staff and CTOs. Course details and registration form are at www.igi.org/events/IGI_SBrown_FMPVD_F2.pdf.

Announcing the variable data and advanced personalization seminar, IGI Executive Director Ron Dahl commented: “Today’s digital world demands that printer personnel understand how to manage data effectively and ensure that their customers create catalogs and custom documents which will maximize their marketing expenditures. This seminar will be taught by one of the foremost FileMaker Pro developers in the industry, and IGI is pleased to make this valuable information available to printers in the upper Midwest.”

The Institute for Graphics and Imaging provides education and training in the graphic design, printing, and related industries. Supported by a vast network of industry suppliers, printers, publishers, and governmental agencies, IGI operates on the campus of the Waukesha County Technical College in suburban Milwaukee. IGI facilities, which include computer classrooms and access to the latest printing equipment, are available for sales events and corporate training courses. For additional information go to www.igi.org or call 262-695-6260.

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