



Press Release

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For Immediate Release

New Institute for Graphics and Imaging Seminars to Deal with Online and Social Media Marketing

Pewaukee, Wisconsin — June 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 two seminars dealing with online marketing and social media marketing. The seminars will be held on consecutive days — July 29 and 30, 2009, at the IGI facility in suburban Milwaukee, Wisconsin. The courses are directed at business owners, marketing professionals, and creative personnel, both in the printing industry and the general business community. The essentials of online marketing will be addressed on the first day, and attendees will learn how to develop a topnotch website, as well as how to improve search ranking, develop compelling content, and employ effective Email marketing. The second day, which will focus on social media marketing, will focus on blogging strategies and resources, as well as podcasts, videocasts and webinars. The use of Twitter and Facebook as marketing tools also will be addressed. A substantial discount is available to those enrolling in both courses. Course details and enrollment forms are available at www.igi.org/events_calendar.

The seminars will be conducted by Anne-Marie Concepcion, the owner of Chicago-based Seneca Design and Training, a crossmedia design studio and certified Adobe training provider. Concepcion has long used the Internet to promote and market her own business, and has consulted with dozens of companies to increase their web presence. She currently publishes two free Ezines which are enjoyed by thousands of subscribers, and is the author of numerous online articles, white papers, and video tutorials. She creates the InDesignSecrets.com podcast, videocast, and webinar series, and posts content to three different blogs.

Announcing the new course, IGI Executive Director Ron Dahl commented: “IGI is fortunate indeed to be able to offer the services of Anne-Marie Concepcion to a wide variety of businesses in the upper Midwest. She is a popular trainer in these latest technologies, and attendees are certain to take away many tips to make their online and social media marketing more effective.”

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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