



IPA Technical Conference – Content Planning Meeting 12/10/08

Instant Pool Results:

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|---|--------------|
| 1. Choose your top FIVE (5) Conference Track topics | |
| a. GRACoL, SWOP, G7 - for Agencies | 8/16 (50%) |
| b. Managing Brand Color for Digital Print | 8/16 (50%) |
| c. Who Should “own” Color Corrections of RAW files | 4/16 (25%) |
| d. Preparation Challenges for Cross Media Output | 10/16 (63%) |
| e. How Different Paper, Ink, and Processes Affect Color | 5/16 (31%) |
| f. Substrates, Instruments & OBA's: Color Management | 5/16 (31%) |
| g. Managing Production Offsite (FMs/Managed Services) | 0/16 (0%) |
| h. Asset Management: Innovations in Implementation | 3/16 (19%) |
| i. Cross Media Variable Data Management | 5/16 (31%) |
| j. Project Management: Measuring Performance | 4/16 (25%) |
| k. Managing Color across geographically diverse locations | 7/16 (44%) |
| l. Principles of Being e-Green | 4/16 (25%) |
| m. Innovations in Workflow Automation | 7/16 (44%) |

Top five sessions by vote:

1. Preparation Challenges for Cross Media Output
2. GRACoL, SWOP, G7 - for Agencies
3. Managing Brand Color for Digital Print
4. Managing Color across geographically diverse locations
5. Innovations in Workflow Automation

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|---|-------------|
| 2. Choose your top FIVE (5) Learning Lab topics: | |
| a. How to Create a GRACoL or SWOP Proof | 9/16 (56%) |
| b. Using G7 to Calibrate a Proofing System | 7/16 (44%) |
| c. Validating/Monitoring a Proof to a Dataset and/or G7 Calibration | 9/16 (56%) |
| d. How to Validate/Monitor a Soft Proof to a Dataset | 8/16 (50%) |
| e. CS4 innovations and Configuration for Color Management | 3/16 (19%) |
| f. Proofing Spot Colors Accurately | 6/16 (38%) |
| g. XML: (Title TBD) | 3/16 (19%) |
| h. Metadata: (Title TBD) | 3/16 (19%) |
| i. PDFX: (Title TBD) | 2/16 (13%) |
| j. Soft Proofing: (Title TBD) | 8/16 (50%) |
| k. Color Measurement: (Title TBD) | 3/16 (19%) |
| l. Profiles & Datasets: (Title TBD) | 6/16 (38%) |
| m. RGB Workflow: (Title TBD) | 2/16 (13%) |
| n. Raw Capture: (Title TBD) | 0/16 (0%) |
| o. e-LEAN: (Title TBD) | 0/16 (0%) |

Top five labs by vote:

1. How to Create a GRACoL or SWOP Proof
2. Validating/Monitoring a Proof to a Dataset and/or G7 Calibration
3. How to Validate/Monitor a Soft Proof to a Dataset
4. Soft Proofing: (Title TBD)
5. Using G7 to Calibrate a Proofing System