



Fast. Forward.

A Master Class on the art and science of next gen print + digital marketing and design

What:

MarketWise Academy master class:
Fast. Forward.

This Class Is For:

- + Designers
- + Marketers
- + Production managers
- + Packaging designers
- + Brand managers

What You'll Learn:

- + The latest innovations and trends in print marketing, direct mail, packaging, digital marketing, and customer experiences
- + What motivates people to buy in the "newer normal" and the various paths to purchase.
- + The most powerful marketing techniques, tools, and strategies in today's print + digital marketplace.
- + The latest and most relevant case studies across verticals and business structures.
- + How to implement, leverage, and justify print + digital marketing solutions to colleagues, clients, and the C-suite.

Course Details:

- + Full day of class and instruction, 8:30am to 4:30 p.m.
- + In-person
- + Course materials include a companion workbook and card deck. Lunch, snacks, and beverages will be provided
- + COVID-19 health and safety protocols in place. See website FAQs for the latest details
- + Space is limited to maintain engaging discussions and Q & A.

Cost:

- + \$795
- + Group rate for 5+: \$695

Save Your Seat:

MarketWiseAcademy.com



Instructors: (See website for complete bios)

Daniel Dejan, partner

- + Specialties: Context, Special Effects, Print + Mobile Technologies, Print Production, Color
- + An educator, designer, humanist, and lover of all things graphic arts, Daniel Dejan has been



an evangelist for the power of paper and print for the span of his 50+ year career. For 22 years, he was the Print and Creative Manager for Sappi North America, and he has written for numerous trade magazines, contributed to graphic arts publications, and he wrote his "Sidebar" blog under the Sappi brand.

Trish Witkowski, partner

- + Specialties: Tactics, Direct Mail, Engagement Strategy, Opti-channel Marketing
- + A tactical ninja, Trish specializes in creative solutions and engagement strategies



for direct mail and marketing. Trish hosts a popular YouTube vlog with over 500 episodes, tens of thousands of subscribers, and millions of views and is an instructor for LinkedIn Learning. She has been a brand ambassador for Sappi and HP, and has inspired marketing teams at American Express, ADT, Lowe's and USPS.

Vicki Strull, partner

- + Specialties: Strategy, Packaging Design, Brand Identity Design
- + With a blend of left-brain Ivy League intellectualism and right-brain dynamic creativity, Vicki leverages her more than 25 years



of experience to advise top-tier and emerging brands on how to utilize the power of print and packaging to increase sales, create new revenue streams, and build brand loyalty. She has advised global brands such as HP, Bayer, Coppertone, and Pizza Hut and is a columnist for print and packaging industry publications.