



Graphics of the Americas 2010 Education Session Presentations Available for Download

Industry experts' presentations downloadable [here](#)

Orlando, FL - April 16, 2010 -The 35th annual Graphics of the Americas (GOA) Conference and Exhibition, held at the Miami Beach Convention Center on February 25-27, played host to over 70 cutting-edge conference sessions led by the industry's most valued industry experts and educators. Today George Ryan, President of GOA, says that presentations are available for download at <http://www.graphicsoftheamericas.com/conferences/seminars.html>.

Ryan says, "Attendees confirm that the quality of the numerous education sessions at GOA was again outstanding. We hand-pick the most educated, knowledgeable experts in their respective fields to make sure every inch of the market is covered, with presentations targeted to printers, publishers, designers, marketers and more."

Highlights

Microsoft Keynote Address

This year's keynote address, presented by August de los Reyes, principal director of User Experience for Microsoft Surface, was entitled: *The Future of Communication: Design and Delivery*.

In the keynote, which drew an audience of over 150, de los Reyes delved into the topic of how we, as a society, interact with media, design, and objects - both now and how many anticipate we will in the future. De los Reyes says signs ultimately lead to the suggestion that every surface and object can become an interactive digital display. Video of this presentation will soon be available at the American Graphics Institute website: www.agitraining.com.

crē8 conference

Co-located this year at GOA 2010 was AGI's popular crē8 conference. Thirty-eight thought-provoking sessions were led by creative technology experts who spoke to moving designs and content between print, Web, and interactive mediums. Attendees were busy attending the five conference tracks, which included: Layout & Design, Photoshop, Acrobat & PDF, Web & Interactive Design, Strategy & Management.

Popular sessions included:

- *Graphic Secrets for Creative Pros* - Greg Heald (AGI)
- *Optimizing the Publishing Workflow from Design to Print* - Haziol Olivera (AGI)
- *Adobe Acrobat: Checking, Correcting, and Editing PDFs* - Chad Chelius (AGI)

- *Integrating Social Media into Your Business* - Christopher Smith (AGI)
- *Fundamentals of XHTML and CSS* - Jeremy Osborn (AGI)

These crē8 conference presentations, and more, can be downloaded at:
<http://www.cre8summit.com/content/>.

Brand Protection Conference

The Brand Protection Conference, co-produced with *Package Design Magazine*, was a topic of conversation for many at GOA. The comprehensive, two-day conference centered on the very real and serious matter of counterfeit printing. Presentations focused on pharmaceutical counterfeiting, label and packaging security, biometric brand protection, and more.

A session of particular interest was a hands-on case study about counterfeit wine labels. Presenters Frank Kanonik, Richard Warner and Dr. James A. Hayward produced a counterfeit 2007 North Fork Syrah label from a Long Island, NY winery. They discussed the latest technologies being used to identify counterfeit items, as well as ways to help companies prevent this type of illegal practice.

To find out more about the alarming issue of counterfeit printing, visit <http://www.graphicsoftheamericas.com/conferences/bpc.html> to access the Brand Protection Conference booklet.

About Printing Association of Florida (PAF)

The Printing Association of Florida is one of the most active and influential printing associations in North America, occupying a headquarters in Orlando, Fla. More than 500 Florida-based graphic arts companies consider PAF their ultimate business partner. Governed by an all-volunteer board of directors elected by its membership, PAF is a not-for-profit association representing the interests of the graphic arts industry throughout the state. PAF is affiliated with Printing Industries of America, the world's largest graphic arts trade association, making PAF members a part of the largest, most comprehensive graphic arts advocacy organization in the world. PAF is located at 6275 Hazeltine National Drive, Orlando, FL 32822, by phone: +1 407-240-8009, Fax: +1 407-240-8333, and on the Web at www.pafgraf.org.

About Graphics of the Americas (GOA)

Graphics of the Americas is produced annually by the Printing Association of Florida, Inc., an industry trade association. GOA 2011 is scheduled for February 24-27, 2011 at the Orange County Convention Center. GOA is one of the graphic communications industry's largest, annual combined exposition and education events in the U.S. With worldwide attendance, GOA is a unique expo and conference that attracts 9,500 printers, designers, and creative professionals from North America, Central America, South America and the Caribbean. To register or for more information call 1-800-331-0461 or visit www.GOA2011.com.

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