

**Free Seminar** for federal agencies

## **GPO on the Road**

# How to do Business with the U.S. Government Printing Office (GPO)

**Spend your day with us.** This seminar is built on the foundation of helping educate customers like you on how to make GPO work for you.

GPO provides you access to expertise in printing and publishing, Web, design, security credentials, training and many specialized services. Our programs continue to stay on the cutting-edge of innovative technologies and are the tools of the future that will enable Government communication to become more effective and efficient. **Learn how we can help you!**



U.S. GOVERNMENT PRINTING OFFICE  
Keeping America Informed | [www.gpo.gov](http://www.gpo.gov)

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## How to do Business with the U.S. Government Printing Office (GPO)

A seminar built on the foundation of helping educate customers like you on how to make **GPO work for you.**

Come learn about every step of our GPO processes from job creation, layout and design, print procurement and our other numerous innovative programs, quality control, billing and budget control, on-site and online training, and getting your publication into the public's hands. Through this seminar we will cover every aspect of the document lifecycle and how we do business with your agency today and every day.

**Who should attend?**

All federal agency employees\* are welcome to come and learn. The seminar will be beneficial to those federal employees who are responsible for:

- ordering printing, copying, or office supplies for their agency (including paper, ink, envelopes, stationery, business cards, and more)
- managing an in-house print or mail facility or copier program
- mailing or distribution of printing materials
- design or layout of materials for their agency, including multimedia (web, photography, video, etc)
- library functions or cataloging information for their agency, including scanning
- forms or publication creation
- training and getting materials to users or classrooms nationwide
- creation of secure federal credentials like federal ID badges
- controlling the budget for administrative activities

**Past attendees have included:**

|                               |                         |                      |                                   |
|-------------------------------|-------------------------|----------------------|-----------------------------------|
| Printing Specialists/Officers | Marketing Specialists   | Contract Specialists | Mailing and Distribution Officers |
| Administrative Assistants     | Administration Officers | Contract Officers    | Visual Information Specialists    |
| Training Coordinators         | Superintendants         | Public Affairs       | Management Analysts               |
| District Managers             | Office Managers         | Project Managers     | Production Managers               |
| COOP Specialists              | Purchasing Agents       | Recruiters           | Technicians                       |
| Web Managers                  | Budget Coordinators     | Outreach Specialist  | Regional Managers                 |
| IT Specialists                | Library Officials       | Secretaries          | Library Specialists               |
| Supply Technicians            | Instructors             | Program Cord.        | Purchase Card Program Mgr.        |
| Attorneys                     | Investigators           | Account Managers     | Information Officers              |
| Procurement Analysts          | Procurement Techs.      | Acquisition Officers |                                   |

\*Private contracted employees of the federal government are welcome to attend.

## GPO on the Road

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#### Agenda for the day:

**Date:** April 14<sup>th</sup>, 2010  
9am – 1pm seminar\*  
1pm – 2pm lunch (on your own)  
2pm – 4pm Marketing Agency Publications 101

\*You must register for this class; this class will have certification available for those that attend.

**Cost:** Free to attend for any federal employee or contractor employed by the federal government

#### Agenda for the event/Further topic discussions:

##### 9:00am Welcome to GPO! Meet the GPO team

Learn about the history of the U.S. Government Printing Office (GPO). See where we have come from our beginnings in 1861 to today, where GPO triumphs as the largest print buyer in the nation. Follow us on Twitter and our YouTube Channel!

##### 9:30am GPO Product Line up and going Green with GPO!

Learn about our five major procurement operations and how your agency can use each procurement tool for the most cost effective savings and time management goals. Get in-depth knowledge on GPO Small Purchases, One-Time Bidding, Term Contracts, and the Simplified Purchase Agreement (SPA). We will also discuss the GPO Online Paper Store, GPO web management, Creative Services and design. Also, learn how your agency can go green by partnering with GPO!

##### 10:30am Break

##### 10:45am The GPOExpress Program

Join us for an in depth look into GPO's newest and fastest growing program: GPOExpress -- a nationwide convenience printing contract that allows Federal Government personnel to utilize the nationwide network of over 1,800 FedEx Office<sup>SM</sup> Print Centers to take care of all their quick printing needs. GPOExpress allows for convenient ordering options via e-mail, phone, the Web, or walk-in; high-quality digital printing services, finishing services; print-on-demand programs including access to a customized GPOExpress catalog of frequently printing documents, and much more!

##### 11:30am Learning How to Fund a GPO Program

Learn how the funding process for GPO programs work and how you can take advantage of cost savings and online options. We will be discussing in detail the four main funding processes GPO uses: government (IMPAC) purchase credit cards, IPAC billing, GPO Deposit Accounts, MIPRS, and direct invoicing. A GPO Financial Management Panel of experts will be available for individual accounting questions. If you are responsible for budget or accounting at your agency, don't miss this session!

##### 12:00pm Learning how to place work with GPO and GPO Forms 101

This session will include an overview of the Standard Form 1, GPO's job ticket as well as other important forms used in requesting work from GPO. We will also cover GPO's Quality Assurance program (QATAP) including explanations of quality levels, take an in depth look at billing address codes (BACs), paper specifications, PMS

## GPO on the Road

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colors and more. For agencies that are looking to streamline their workflow with GPO or new agencies using GPO, this will be the perfect session for you. See samples of jobs and hear from current customers using GPO.

#### **12:45pm The GPO Institute**

Take a look into GPO's Institute for Federal Printing and Electronic Publishing and learn how you can get accredited document management training from the comfort of your own office or from our professional training facility in Washington, DC.

#### **1:00pm-2:00pm Break for Lunch (on your own)**

#### **2:00pm Marketing Agency Publishing Content 101**

Break through the content clutter of the information marketplace! This dynamic new presentation will give you the information you need to:

- Increase public awareness of your agency's mission and goals
- Disseminate your content through expanded distribution and sales
- Enhance your content to make it more appealing to your target audience
- Spotlight your content for academic, retail, and wholesale buyers
- Protect your content from unauthorized use

Marketing Content 101 will give you the specific, practical information you need to break through the content clutter of today's information marketplace and get your publications noticed and used by your target audiences.

#### **Seminar Location and Further information:**

Jacob K. Javits Federal Building  
Classroom 3006  
26 Federal Plaza  
New York, NY 10278

**Light Refreshments and snacks will be provided to all attendees.**

#### **Per Diem Information: New York**

Manhattan (includes the boroughs of Manhattan, Brooklyn, the Bronx, Queens and Staten Island)  
(April 1 - June 30)

Bronx, Kings, New York, Queens, Richmond

Max Lodging: \$318.00  
M&IE Rate: \$71.00

#### **Hotel Recommendations:**

**Holiday Inn SoHo**  
138 Lafayette Street  
New York, New York  
(212) 966-8898

**0.4 miles**

## GPO on the Road

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**Millennium Hilton Hotel**

55 Church Street  
New York, New York, 10007  
Tel: 1-212-693-2001  
Fax: 1-212-571-2316

**0.7 miles**

**Hampton Inn Manhattan-Seaport-Financial District**

320 Pearl Street  
New York, New York 10038  
Tel: 1-212-571-4400  
Fax: 1-212-571-3300

**0.7 miles**

**Hotel 91**

91 E Broadway, New York, NY 10002  
646.438.6600  
info@thehotel91.com

**0.9 miles**

**Directions to the Seminar:**

**Driving:**

The Jacob K. Javits Federal Building is located in lower Manhattan on Broadway between Duane Street and Worth Street. Enter the building at the Broadway entrance.

**Public Transportation:**

The Jacob K. Javits Federal Building is accessible by subway or bus. For more information, please call the New York Metropolitan Transit Authority at 718-330-1234 (TTY: 718-597-8273) or visit them online at [www.mta.info](http://www.mta.info)

**Parking:**

There are public garages available in the area. On street parking is limited. Public transportation is highly recommended.

The Jacob K. Javits Federal Building is handicap accessible.

**RSVP:**

Please provide your name, contact phone or email, and your agency when RSVPing. You may email or call to any of the addresses below.

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Katherine Clarke Radican, "Casey", 202-465-6640, [kclarke@gpo.gov](mailto:kclarke@gpo.gov)

For further information on this seminar and a complete list of GPO products and services please visit [www.gpo.gov](http://www.gpo.gov).

Can't make this event? To see more events like this across the nation, please visit [www.gpo.gov/customers/roadshows](http://www.gpo.gov/customers/roadshows)