

Adapting to the Future of Government Communications

GPO on the Road

Imagine More. This **FREE** seminar is offered by the U.S. Government Printing Office to help educate customers on the full range of GPO services and how to access them. Through an agency-to-agency partnership, GPO can provide you with access to printing, copying, promotional items, design services, security credentials, scanning and copying solutions, copy center management, eBooks, paper stocks, and more. GPO is continually working to introduce new products and services that reflect the accelerating movement toward digital communications. **Come learn how we can help you!**



U.S. GOVERNMENT PRINTING OFFICE
Keeping America Informed | www.gpo.gov





Adapting to the Future of Government Communications

This seminar is designed to educate new and existing GPO customers about the products and services available to help meet the changing communication needs and budgets of Federal agencies.

Come learn about every step of our GPO processes including job creation, layout, design and print procurement, as well as our other numerous innovative programs. We'll discuss 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.

Who should attend?

All federal agency employees* are welcome to come and learn more about us. 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 – Analyst
Information Officers – Procurement Analysts – Procurement Techs. – Acquisition Officers – Contractors
Academic Director – Accountant – Acquisitions Specialist – Archives Specialist – Attorney – Business Manger
Purchasing Chief – Communications Officer – Public Affairs Specialist – Conference Coordinator

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

Adapting to the Future
of Government Communications
Imagine More.



Date(s): **Training Date**
Thursday, July 26, 2012

Location: **Ralph H. Metcalfe Federal Building**
77 West Jackson Boulevard
3rd Floor (East side), Room 326
Chicago, IL 60604

Seminar schedule: 8:30am – 3:30pm seminar*
 12:00pm – 1:00pm lunch (on your own)

There will be a drawing for Two framed official portraits of the 44th President of the United States, Barack H. Obama, and a letter of authenticity from GPO to those who RSVP and attend. Please RSVP today to ensure your name is entered in the drawing. You must be present to win.

Cost: Free to any federal employee, grantee, or contractor employed by the federal government.

TO RSVP:

Please RSVP here - <http://usgpo.wufoo.com/forms/gpo-event-registration/> or RSVP via e-mail or telephone with your name, government agency, e-mail, and telephone number to Stephanie Jaeger, GPO on the Road Team, 202-512-2010 ext 30951, gpoontheroad@gpo.gov.

For further information on this seminar and a complete list of GPO products and services please visit www.gpo.gov.

Can't make this event? To see more events like this across the nation visit <http://www.gpo.gov/customers/roadshows>

Agenda for the event:

8:30am ***Sign in/History of GPO Video/Introductions***

9:30am ***Adapting to the Future of Government Communications***

Learn how your agency can use our full range of procurement tools and alternative programs to control costs and take advantage of new communication technologies as well as volume pricing. Discover the full breath of the GPO products and services available, from digital scanning services, eBooks and marketing items to our copier/laser printer paper contract and, well, printing. Interested in going green? We can show you how.

10:30am ***Break***



10:45am *The GPOExpress Program: Nationwide Discounted Copying*

Join us for an in depth look into GPO's fastest growing program: *GPOExpress* -- a nationwide convenience digital printing contract that allows Federal Government personnel to utilize the nationwide network of over 1,800 FedEx Office Print Centers to take care of all their quick copying needs at **significant discounts up to 70% off retail rates**.

Already have a GPOExpress card? Learn more about online ordering and how we can meet your print on demand requirements. Find out how a customized "virtual" catalog can help reduce or eliminate your warehousing and distribution costs.

11:15am *Agency Funding Options/GPO Billing*

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, as well as direct invoicing. If you are responsible for budget or accounting at your agency, don't miss this session!

11:45am *Secure Federal Documents Video*

GPO's newest video will show you how we connect security printing with secure electronics to design, print, personalize manufacture and deliver the most trusted credentials in Government from US Passports to the last Super Bowl credentials.

12:00pm-1:00pm *Lunch (on your own)*

1:00pm *GPO Forms 101/How to place work with GPO*

This session will include a brief overview of the new Standard Form 1, 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, and take an in-depth look at billing address codes (BACs), paper specifications, PMS colors and more. For agencies that are looking to streamline their workflow with GPO this will be the perfect session for you.

2:00pm *Break*

2:15pm *Print vs eBooks? They're not necessarily exclusive.*

Tight budget constraints have caused Federal agencies to rethink the amount of money they are spending on print and to explore digital alternatives. This is your opportunity to learn more how GPO can guide you in the transition to eBooks. We'll discuss file conversion, "friendly" formats, and promotion options via various channels including Barnes and Noble and Apple iBook and Google, just to name a few.

2:45pm *Money Saving Tips to help stretch your budget dollars (time permitting)*

The title says it all. If we run out of time, hand outs will be available.



3:00pm Presidential Portrait Video

GPO's award winning video shows how the "official" portrait of the 44th President of the United States, Barack H. Obama, was produced at GPO's in-house printing plant in Washington DC. Did you know it's the first presidential portrait to be "born" digital?

3:15pm Wind up, Raffle drawing

Seminar Location and Further Information:

Ralph H. Metcalfe Federal Building
 77 West Jackson Boulevard
 3rd Floor (East side), Room 326
 Chicago, IL 60604

Per Diem information: Chicago, IL

Season Begin Date	Month	Max Lodging Price	M&IE Rate
July 1	August 31	\$155	\$71

Hotel Recommendations:

Hampton Inn Majestic 0.2 mi NE
 22 West Monroe Street, Chicago, IL
 (312) 332-5052

W Chicago - City Center 0.2 mi NW
 172 West Adams Street, Chicago, IL
 (312) 332-1200

J W Marriott 0.1 mi NW
 151 West Adams Street, Chicago, IL
 (312) 660-8200

RSVP here - <http://usgpo.wufoo.com/forms/gpo-event-registration/> or with your name, phone number, email address, and your agency to: GPO on the Road Team, Stephanie Jaeger, 202-512-2010 ext. 30951, Matt Gioffre, ext. 30324, or gpoontheroad@gpo.gov,
 For additional information about this seminar contact your NAM, Donna Cyrwus, 312.353.3916, ext 14 or 312.519.5381 (cell) or dcyrwus@gpo.gov
 For a complete list of GPO products and services please visit www.gpo.gov.
 Can't make this event? To see more events like this across the nation, please visit www.gpo.gov/customers/roadshows

Come join us to learn more about GPO and how we can provide the support you deserve. Every agency is currently experiencing budget and personnel shortfalls. Let us show you how our programs and services can save you time and money. You'll have the unique opportunity to network with others within the federal community, exchange ideas, and perhaps learn some tricks of the trade.

Consider this my personal invitation and I hope I have the pleasure of meeting you there.

Donna Cyrwus, Sr. National Account Manager, US Government Printing Office