



#COLOR19

Color for the Other 98%

Advancing Graphic Communications

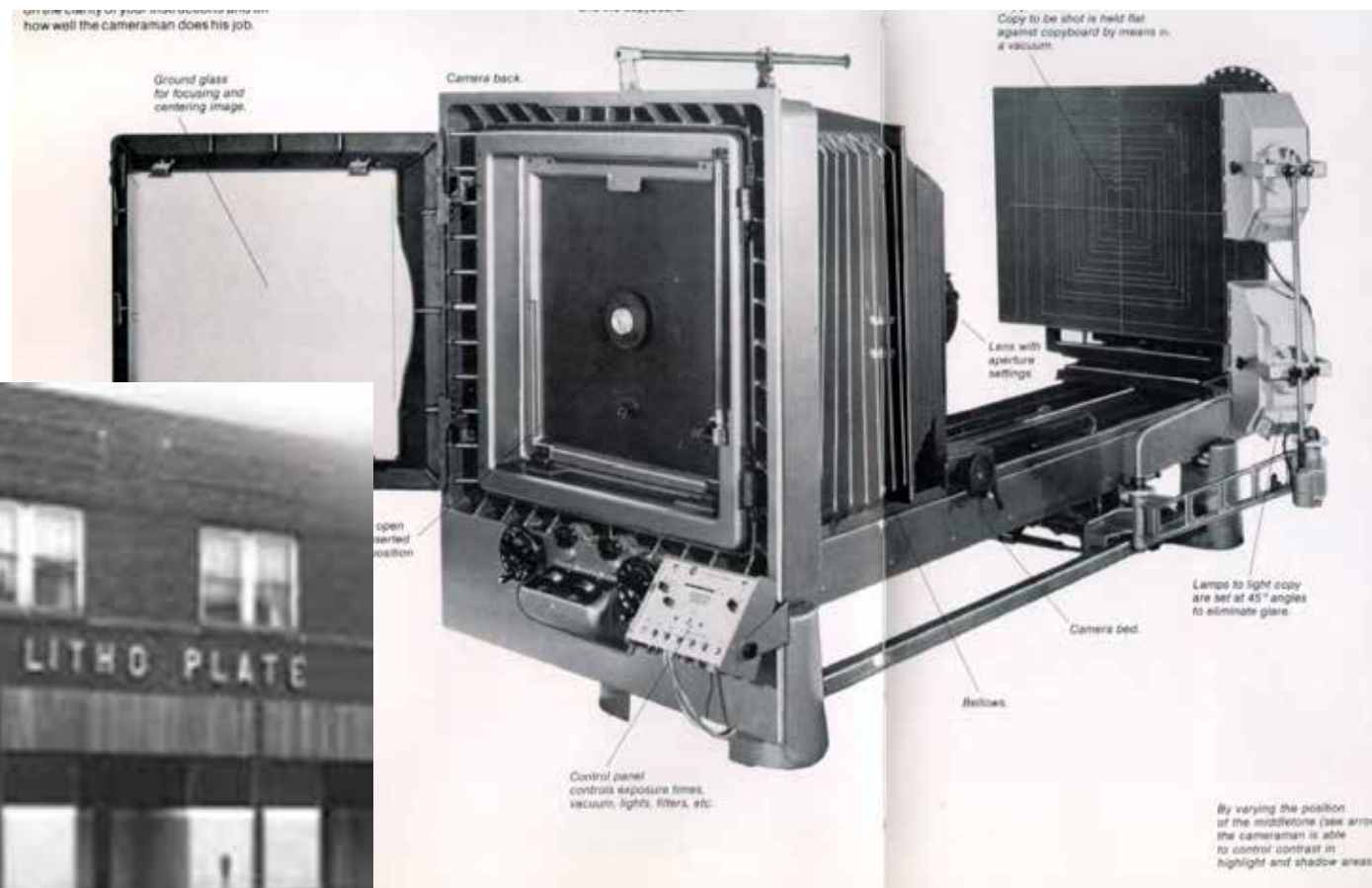


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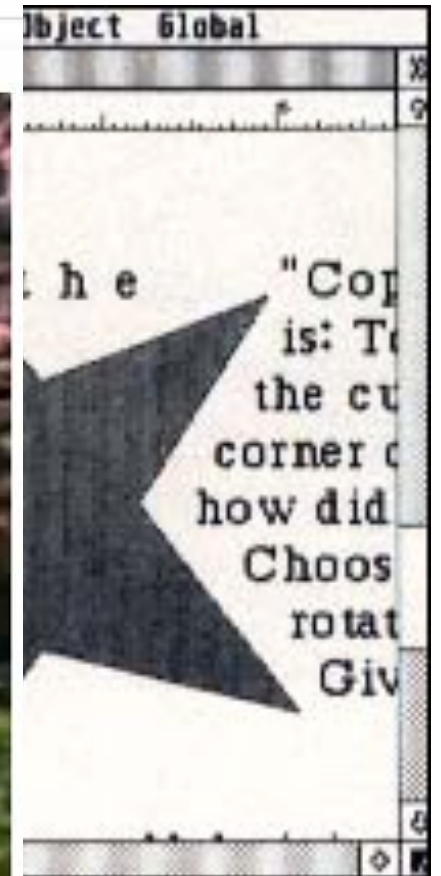
- **First: Who am I?**



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Search



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- **Second: Who are you?**
 - New to color management
 - Brand manager
 - Expert, but have trouble communicating

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- **Three Points:**
 - Keep it Simple
 - Make it memorable
 - Make it “repeatable”

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- **Keep it Simple**
 - Educate!
 - No fire hoses, zealot!
 - “Teachable moments” are often not planned
 - Pre-plan how to explain concisely, with familiar concepts
 - Use your audience’s interests (within reason)

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- **Make it memorable**
 - Visual cues and ideas to lock in concepts
 - Call in an expert!



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- **Make it memorable**
 - Visual cues and ideas to lock in concepts
 - Call in an expert!
 - Be proactive, small segments

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- **Make it “repeatable”**
 - You want your audience to retain—and pass along
 - Reinforce your concepts with resources
 - Free (white papers and material from vendors)
 - Paid (seminars, continuing education)

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- **Get out of the “process,” if possible!**

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Thank you!



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