



# Better Print Production – Level 1

**Location: 95 St Clair Avenue West, Suite 1103, Toronto**  
**Session: 8:30am to 4:30pm**

***An intensive one-day seminar on the basics of print production***

**Instructor:**

Marg Macleod  
President, IBEC Training & Consulting

**About the course:**

Better Print Production – Level 1 is an intensive one-day seminar designed to take those centrally involved in advertising quickly and deeply into the changing world of print production. It examines the process step-by-step from the vantage point of what the typical person responsible for the printed piece would see at all phases. The seminar introduces the terminology, the alternatives, what to look for, the decisions to be made at each stage, and the cost implications of overlooking any of these.

*\*Better Print Production – Level 1 is a pre-requisite for the Better Print Production – Level 2 session.*

**About the presenter: Marg Macleod:**

Prior to establishing IBEC Training & Consulting, an organization specializing in training and consulting in the graphic arts, advertising, and marketing fields, Marg spent 18 years in the print production area in advertising agencies, and two years as Director of Marketing for Jannock Imaging.

**[Click here](#) to download the course registration form.**

**For further information, please contact:**

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