



Graphics of the Americas 2014 Conference Registration Now Open

Bizucate's Peter Muir to Deliver Keynote Address

***Digital Classroom Live! returns to provide designers
with the latest Adobe Creative Cloud tips, and more***

Early bird registration now through January 31

Orlando, Florida, USA – November 13, 2013 – [Graphics of the Americas \(GOA\)](#), produced annually by the Printing Association of Florida, today announces that conference registration for its multi-track educational sessions, including the renowned *Digital Classroom Live!* series by the design experts; is now available online, [here](#). Early bird rates are available now through January 31.

Bizucate Inc. President Peter Muir will deliver the show's keynote address: *Where Will Your Profits Come from Tomorrow?* on Thursday, February 27, at 11 am, kicking off the 39th expo and conference. GOA takes place on February 27-March 1, 2014, at the Miami Beach Convention Center in Miami Beach, Florida, USA.

"Each year, conference attendees provide remarkable feedback about our popular educational sessions, and each year attendance continues to grow across the board," says George Ryan, GOA President. "We pride ourselves on being the best in the business when it comes to our expert speakers and their relevant, inspiring content. We are excited to announce the 2014 line-up!"

GOA conference sessions cover the gamut of industry trends and techniques for these tracks, and more: prepress & production; digital printing; sales & marketing; management; publishing; wide format; design & creative; web & interactive; Photoshop; and InDesign.

Session tracks are presented by the foremost names in the industry, offering immediately usable content that is heavily concentrated on providing businesses with the necessary trends and techniques to help secure business to succeed both now, and in the future.

Keynote: *Where Will Your Profits Come from Tomorrow?*

Peter Muir, President of Bizucate, Inc., will kick off the show with a keynote address that navigates attendees through key focus areas to help in identifying potentially profitable avenues for organizations in today's marketplace.



“As we look into the future of communications and how we will generate increased profit,” Muir says, “there are basically two ways to make it happen: cut costs and sell more. Selling ‘for more’ has an even greater appeal. But how can we make the sale and charge more when most customers are asking for discounts? This session will show professionals how to do just that.”

Muir's session will help attendees to better understand, or “absorb” an industry, and cover business development efforts -- such as how to develop apps and services -- that companies can use to serve key verticals and targeted groups for improved response rates, increased ROI, and more.

Ryan says, “Peter is a natural choice for our 2014 keynote address because of his keen ability to closely track the pulse of the industry. His talent of helping companies stay on the cutting edge with innovative strategies and techniques, make this session a must-attend for those looking for future growth and stability.”

Digital Classroom Live! (formerly cre8 conference)

Back by popular demand is the co-located *Digital Classroom Live!* seminar series, presented by American Graphics Institute (AGI). Here, attendees learn from the team of authors & instructors who create the Digital Classroom series of books, videos & online content.

Over 30 workshops offer designers and publishers a one-stop-shop to update their creative skills and interact with the experts. Sessions cover the latest Adobe Creative Cloud applications, designer tips and tricks, and the necessary skills to help professionals understand the latest in print, digital, and Web publishing.

Conference Registration

To register for the GOA 2014 conference, or for more information about the show, please visit: <http://www.goaexpo.com>, or call: 1-800-331-0461. Early bird registration applies through January 31, 2014.

About Printing Association of Florida (PAF)

The Printing Association of Florida is one of the most active and influential printing associations in North America, with headquarters in Orlando, Florida, USA. More than 300 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, Florida, USA, 32822. For information, call: (407) 240-8009; Fax: (407) 240-8333; or visit: www.flprint.org.

About Graphics of the Americas (GOA)

Now in its 39th year, Graphics of the Americas, produced annually by the Printing Association of Florida, takes place on February 27-March 1, 2014 at the Miami Beach Convention Center in Miami Beach, Florida, USA. GOA is one of the graphic communications industry's largest, annual, combined expositions and conferences. GOA is a unique event attracting over 7,300 printers, designers, and creative professionals from North America, Central America, South America, the Caribbean, and all corners of the world. To register, or for more information, call 1-800-331-0461, or visit: www.goaexpo.com.

###

All products and services are trademarks or registered trademarks of their respective owners and are hereby acknowledged.

Media Contact:

Amanda L. Kliegl

HSPR

+1 407-346-9800

amanda@helenesmith.com