

INTERNATIONAL PRINT DAY



Join the Global Print Community for 24-hrs of Social Media Sharing and Help 'Print' Trend the Planet on October 18, 2017

Celebrating its fourth year focusing on the original communications delivery device, International Print Day (IPD) throws open its virtual doors to the global print community on Wednesday, October 18th – and everyone is invited.

Here is a chance to join a worldwide conversation without borders and share your passion for print through social media that spans all time zones and all types of print, beginning at 6PM ET on October 17th (*11PM GMT, 9AM AEST) and finishing 24 hours later on October 18th at 6PM ET.

There are many ways for students and artists, printers and their supply chain partners to participate. During IPD share your work, your favorite print samples and applications or simply share a moment with fellow enthusiasts using the hashtag #IPD17. Interact and network with the global print community to share your love of print. Last year, the IPD hashtag on Twitter generated an impressive 30-million timeline deliveries in just under 24 hours, so the push for 2017 is to go bigger.

IPD's annual theme is born from the community that gathers for a weekly #PrintChat held every Wednesday on Twitter at 4PM ET and this year it's '#PrintUX', providing another way for stakeholders to interact. "Print is an evolving technology with a proud history and a vibrant future," says Deborah Corn, Principal at Print Media Centr and the driving force behind the day. "PrintUX represents "The Print Experience" as related to print's role in the world, print's role in our lives, and the industry's role in providing the tools and technology to manifest imagination through the printing process. We're expecting to see printers, designers, marketers and entrepreneurs connecting throughout the day sharing samples and stories of great print – plus ideas, suggestions and opportunities to collaborate."

One such collaboration is through #PrintChat, taking place at 4PM ET (*9PM GMT) on October 18th. This community endeavor attracts influencers from across the sector, discussing products and services, multi-channel marketing and dreams for a future of print. On this occasion, it will represent the pinnacle of a visionary day of smart, print-related sharing.

Another collaboration reflects the Print Experience in the form of a poster created by Craig Bower of Designs That Rock, with an Augmented Reality assist generously provided by Robert Young and the team at Miralupa (www.miralupa.com). The PDF poster is available in English and French can be downloaded on the IPD site, www.internationalprintday.com. Download the free THRUBOX app from your mobile

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store to access the AR experience.

Corn sees IPD as a way for individual print providers to also engage with their local community. “There are no limits to what can happen on International Print Day,” she states, noting that there are advocates guiding the sharing in Australia, Europe and the Americas to create a non-stop activity that is tipped to trend globally. “If you’ve been thinking of inviting customers or students in to see your shop, why not do it on International Print Day? It’s the perfect excuse to blend fun with being informative and there are no boundaries as to what you can do.”

Anyone can host an International Print Day Hotspot, with whatever degree of formality they choose. A Hotspot can be registered with IPD so that the organizing team can help promote it as an official activity. The United Nations Library Geneva, LIA Queensland, and Xeikon Café North America are already registered for 2017, hosting events in honor of International Print Day.

“In 2015 the United States Capitol Building recognized IPD by sharing pictures of their printed admission tickets,” Corn recalls. “In 2016 Good Morning America gave us a shout-out which was incredible considering their massive following. But when the United Nations Library Geneva reached out to share their 2017 event news, I felt that International Print Day was validated as a legitimate global celebration of print. Now the rest is up to us! So, be as inventive as possible and let’s get print and its possibilities trending around the world.”

For more information, please visit www.internationalprintday.org, where additional details about the format and content of the day can be found. Novice social media users can also find “Social Media Minute” videos by Print Media Centr at www.youtube.com/printmediacentr ahead of time to shore up their sharing knowledge.

Connect with International Print Day on Twitter @IntPrintDay www.twitter.com/intprintday and on Facebook www.facebook.com/internationalprintday.

*Check your local time zone for accuracy with Eastern Time in the US due to rolling global clock changes.

About International Print Day

International Print Day’s official website can be found at www.internationalprintday.org. To register a Hotspot or for more information about how to collaborate and participate, contact info@internationalprintday.org.

About Print Media Centr

International Print Day is organized by Print Media Centr, a diversified collective of print and print media enthusiasts who bring relevant and topical information and resources to

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the print and marketing community. More information about Print Media Centr, and its Principal Deborah Corn, can be found at www.printmediacentr.com.

About #PrintChat

#PrintChat is a weekly discussion about all things Print and Integrated Marketing every Wednesday at 4PM ET via Twitter. This hour-long chat, hosted by Deborah Corn of Print Media Centr and moderated by Sandy Hubbard, attracts the best and brightest industry influencers from the print community. For information on how to participate please visit www.printchat.printmediacentr.com

INTERNATIONAL PRINT #IPD17 DAY 2017

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CELEBRATE THE PRINT EXPERIENCE
INTERNATIONAL PRINT DAY OCTOBER 18. 2017

INTERNATIONALPRINTDAY.ORG

#IPD17 #PRINTUX

POSTER DESIGN BY DESIGNTHATROCKS.COM



Create and share your own Print Experience!
Print this poster and hang it. Download the ThruBox™ app from your mobile store, launch, then point your device's camera at this poster.
Augmented Reality generously provided by minilupa.com



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CÉLÉBREZ L'EXPÉRIENCE DE L'IMPRIMÉ
JOURNÉE INTERNATIONALE DE L'IMPRIMÉ - LE 18 OCTOBRE 2017

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