

# eDigest

Print, Packaging, Label Industry



SUPPORT FOR PRINT, LABEL, PACKAGING, AND CREATIVE COMPANIES

October 2022

## Digital Print Embellishments



Digital embellishments allow you to add new dimensions to packaging. But many printers are missing out on this proven opportunity to add value for their customers. Learn why they're so valuable and how to incorporate them into your offering.

[LEARN MORE](#)

## 9 Ways to Attract Next Gen Print Buyers



The new generation of print buyers are digital natives, and their expectations may differ from what many are used to. From offering online self-service to increasing your social media presence, these tips will help you engage with younger buyers.

[GET TIPS](#)

## ConnectUp – Sacramento



# ConnectUp



Wednesday, October 19 • 5-8 PM • Uptown Studios • Sacramento

Join your colleagues at our next ConnectUp, an **in-person** networking event, during Sacramento Design Week on October 19. Save your spot to network with like-minded professionals and hear a panel of experts discuss the topic of “Social Justice in Print.”

[REGISTER NOW](#)

HUMAN RESOURCE Q+A

## Dear David: Limited Employee Benefits



It's not always possible to offer benefits to all employees, but if some are offered healthcare benefits while others aren't, it can lead to conflict. Here's how to ensure that you're compliant with the ACA and reduce the potential for complaints.

[READ MORE](#)

INSURANCE

## Open Enrollment Reminder



Open enrollment is approaching! As a VMA member, you have access to brokers who help you find the best insurance for your needs and budget and who have your back every step of the way. To get started, reach out to us today.

[GET STARTED](#)

NEWS

## Find Fresh Talent - CalPoly Career Fair



Looking to hire some of the nation's top notch students in Graphic Communication technology and techniques? Find them at the Graphic Communication Career Fair on October 28, 2022 at the CalPoly Multi-Activity Center on Campus. This unique event will provide an opportunity for employers to connect with students from Graphic Communication and related majors and recruit Cal Poly talent.

[READ MORE](#)

VIRTUAL ROUND TABLE

## CC: Eco + Biz Sustainability in Alignment



Are you registered for Collective Conversations, our virtual roundtable that covers the latest industry news? On November 2, we'll discuss ways business are and can be sustainable. We hope you'll join us for this important discussion.

[SAVE YOUR SPOT](#)

### Visual Media Alliance

Support for creative, web media, marketing and print businesses  
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