


eDigest

Creative Edition



VISUAL MEDIA ALLIANCE

Support for Print, Label, Packaging, and Creative Companies

June 2023

### Nurturing Young Readers with Print



Reading and print go hand-in-hand. To help inspire a love of reading in kids, Accent teamed up with Canon to create two children's books. Learn how combing print and augmented reality can bump up engagement!

READ MORE

### The Pros and Cons of Direct Mail



Despite what you may have heard, direct mail is as effective as ever. Alongside newer tactics like email and social, it's essential to any marketing strategy. Learn how to leverage the strengths of direct mail, like increased circulation, effectiveness, creativity, and more.

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### VMA Annual Golf Tournament - Save the Date



VMA's Annual Golf Tournament is coming soon. Members, non-members, colleagues, and friends are welcome to join us on **September 21** for golf, good food, and a great time. And it's all for a good cause. Learn about the event and how to pre-register.

REGISTER NOW

#### HUMAN RESOURCE Q+A

### Dear David: Employee Conflicts in Workplace



It's normal to have some disagreements in the workplace. But what do you do when conflicts start impacting work performance? In this edition of Dear David, learn what you can do to improve these tense, stressful situations.

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#### VIRTUAL ROUND TABLE DISCUSSION

### CC: "Brand Building to Stand Apart" Workshop



Join us on June 14 for a virtual "Brand Building to Stand Apart" workshop for small businesses with guest speaker brand veteran Marcus Meazzo, Owner of Brand Agency Meazzo Design Co.

REGISTER

#### INTERNSHIPS

### Interested in Having a Summer Intern



Need motivated talent? Consider hiring an intern this summer! VMA is coordinating summer internships for graphic arts students from local schools like Cal Poly, SF State, and Fresno State. Get details and get started.

GET AN INTERN

#### PRINTERS & DESIGNERS

### Perfecting the Partnership



Collaboration is key for creating high-quality print materials. Designers and printers need to work together up front to ensure every project is a success. With these five tips, designers and printers can be better partners with one another.

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