

eDigest

Printers Edition

Support for Print, Label, Packaging, and Creative Companies



VISUAL MEDIA
ALLIANCE

August 2023

Boost Business with Our Buyers’ Guide



Want to get your business in front of thousands of graphic arts buyers? Then you'll want to put an ad in the next VMGuide. The next edition of our widely-used directory is coming out soon, and we don't want you to miss out.

LEARN MORE

AI for Print Efficiency



Artificial intelligence is one of the hottest topics of the year. With so much buzz it's hard to know what AI may mean for the print industry. Go beyond the hype and learn how it may be used to improve print efficiency in the future.

READ ARTICLE

For A Good Cause Annual Golf Tourney



Have you registered for VMA's golf tourney? If you're feeling nervous about hitting the ball into the water, don't stress! This year, you can buy a mulligan for a good cause: the VMA Scholarship Fund. It's good for your score and our students.

PRE-REGISTER NOW

HUMAN RESOURCE Q+A

Dear David: Comp Time to Reward Employees

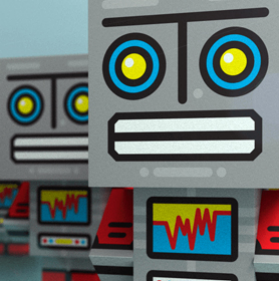


Comp time can be a great way to reward employees who've gone above and beyond. But you have to be careful with how you use it. In this edition of Dear David, learn about comp time's downsides for your business and your employees.

READ MORE

INDUSTRY NEWS

Innovative Print Education Tool



How can augmented reality bring print materials to life? Accent answered that question with an innovative project called Professor Print. Learn how Professor Print helped teachers find new ways to integrate tech with traditional education materials.

READ MORE

VIRTUAL EVENT

CC: Using LinkedIn to Boost Sales – Part II



Ready to learn more about using LinkedIn to grow your business and recruit new employees? Our experts have so much more to share! Join us for this virtual event where we'll discuss no-cost ways to boost engagement, build your presence, and more.

SAVE YOUR SPOT

COMPENSATION STRATEGIES

Tips for Compensating CSRs



What's the best compensation strategy for customer service reps? Salary and hourly comp plans are most popular. But are they ideal, considering the nature of CSR work? Get insights on how to structure compensation from The Management Guys.

READ MORE