

# Create & Automate Leeds

VENUE  
The Terrace  
Wellington Place, LeedsFORMAT  
Half-day • 30 places

One real job, moving through five connected platforms, narrated by the people who built them. *This is the running order*

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- 09:30**      **Arrival & refreshments**  
The Terrace, Wellington Place. Coffee, pastries, a chance to meet the room before we start.
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- 10:00**      **Welcome & setting the day** • 15 MIN  
David McGuinness sets up the day, walking you through what you're about to see and why it matters for your business.  
HOSTED BY DAVID MCGUINNESS • INFIGO
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- 10:15**      **Where it starts: the customer experience** • 30 MIN  
Printess and Antonia Fagan show a job being created, personalised, and submitted through a storefront built to sell.  
WITH TESSA DE PLOOY • PRINTESS & ANTONIA FAGAN • INFIGO
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- 10:45**      **Into the workflow** • 30 MIN  
Antonia Fagan shows the order landing in a live web-to-print environment, moving automatically with no manual intervention.  
WITH ANTONIA FAGAN • INFIGO
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- 11:15**      **Coffee break**  
Fifteen minutes. Stretch your legs, refill the mug.
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- 11:30**      **Behind the scenes: making it intelligent** • 30 MIN  
Jeremy Hall from printIQ shows how estimating, scheduling and production are handled automatically once the job hits the MIS.  
WITH JEREMY HALL • PRINTIQ
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- 12:00**      **Before it prints: getting it right first time** • 30 MIN  
Davy Verstaen from Enfocus walks through smarter PDF preflight so every file is checked and approved before it touches the press.  
WITH DAVY VERSTAEN • ENFOCUS
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- 12:30**      **The final step: colour that's consistent every time** • 30 MIN  
Paul Williams from GMG shows how colour is managed from end to end so the job prints exactly as the customer expected.  
WITH PAUL WILLIAMS • GMG COLOR
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- 13:00**      **Lunch on the rooftop terrace**  
The workflow is complete. Lunch is on us and the people who built it are in the room.
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- 12:30**      **Become a Perky Printer** • HANDS-ON  
See the personalisation tool live, get your own printed keepsake made on the day, and spend time with the experts behind each session.
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- 14:30**      **Event closes**
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