



InDesignSecrets Retains Helene Smith Public Relations

Woodinville, WA & Orlando, FL – April 2, 2010 – InDesignSecrets and Helene Smith Public Relations & Marketing Communications (HSPR) today announce that HSPR is representing InDesignSecrets and the InDesignSecrets Live! Conference and Seminar series.

Helene Smith, founder and principal of HSPR, says, “It is a privilege to work with InDesignSecrets founders David Blatner and Anne-Marie Concepción, both highly regarded experts in the graphic arts arena. InDesignSecrets offers creative professionals an arsenal of affordable, and often free tools, information and educational events that significantly advance their skills, know-how, and efficiency within InDesign.”

David Blatner, co-founder of InDesignSecrets, says, “We are excited to be working with HSPR. We’ve known Helene and her strategic consulting firm for over a decade, and we’ve seen her long string of successes in our industry. We are looking forward to an enjoyable and successful relationship promoting InDesignSecrets and our live events.”

InDesignSecrets Live! Conference and Seminar Series

InDesignSecrets produces the annual Print and ePublishing Conference, being held this year on May 12–14 in Seattle, WA. Founded by world-renowned InDesign experts David Blatner and Anne-Marie Concepción, this event is dedicated to providing users with a top-notch learning experience. Over 25 of the leading InDesign experts from North America and Europe provide valuable insight for publishing of eBooks, print, interactive documents, and more. Attendees receive over \$400 of software and resources with admission to the two-day multi-track conference. Pre-conference tutorials on subjects such as InDesign CS5, Illustrator, and Flash Catalyst are also available.

The InDesignSecrets Live! 2010 North American seminar tour offers fast-paced, single-day seminars held in various U.S. cities. Lead by well-known InDesign gurus, the seminars focus on

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tips, tricks and techniques that educate users on how to be more efficient within the program and related workflows. Along with the full-day seminar, registered attendees receive over \$400 in free materials, including a year subscription to InDesign Magazine and a free one-month subscription to the full Lynda.com online training library.

To register for the conference or the seminar series, visit: <http://www.indesignsecretslive.com>.

About InDesignSecrets

InDesignSecrets is the largest independent resource for Adobe® InDesign® users online. Hosted by expert authors and presenters David Blatner and Anne-Marie Concepción, InDesignSecrets offers free InDesign forums, blog posts, tutorials, podcasts, videocasts, and more. InDesign Secrets produces the annual Print and ePublishing Conference and InDesignSecrets Live! Seminars, held monthly in cities throughout the United States. Its sister site, InCopySecrets.com, provides tips, news, and how-to's for design and editorial teams that use Adobe InCopy and InDesign production workflow.

For more information about InDesignSecrets, visit: <http://www.indesignsecrets.com>.

About HSPR

HSPR has served business-to-business sectors with public relations and marketing communications services since its establishment in 1993. HSPR specializes in technology categories such as publishing and imaging. HSPR provides a range of public relations and marketing communications consulting services, from market research and strategic counsel to copywriting, event management, and publicity. Clients include: callas, Elpical, Four Pees, Finch Paper, the Ghent PDF Workgroup, HumanEyes, Integrated Color Solutions, Printing Association of Florida/ Graphics of the Americas, and Xanté.

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