

**MFCP is pleased to welcome**

*Brian Imbus*

**KEYNOTE SPEAKER & ADVERTISING SALES**



Brian Imbus is an internationally recognized mentalist that has performed across the globe for over 20 years.

Attendees will witness amazing demonstrations of thought reading, psychological illusion and Mind Magic! All with a message to help each and every person better connect with their clients and peers.

Unleash the power of your mind by attending Brian's presentations.

**MFCP is pleased to welcome back**

*Russell Viers*

**GRAPHICS AND NEWSPAPER INSIDER**

Since 1981, Russell Viers has made a career in, and around, the publishing and printing industries. He began sharing his expertise of production techniques in 1997, since that time traveling to 23 countries as a speaker and trainer, teaching Adobe and Quark software to graphic designers and photographers. In addition to live training, Viers offers training online through his website, Digiversity. tv. He has also published videos for Adobe, Lynda.com, and Total Training.



The MFCP board of directors and staff thank you for coming and sharing time with us!



# MEETING OF THE Minds

*Spring Conference*

**March 2-3, 2023**

Holiday Inn

4800 Merle Hay Road, Des Moines, Iowa



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## Brian Imbus

### 8:45 A.M. – KEYNOTE: Miracles of the Mind

Brian is an internationally recognized Mentalist that has performed across the globe for over 20 years. Brian's "Miracles of the Mind" is an award winning performance that includes amazing demonstrations of Thought Reading, Psychological Illusion, and Mind Magic! Witness amazing feats of the mind as predictions will be made, audience members' thoughts will be read, and one inexplicable finale that will leave the audience speechless!

-He has Hypnotized over 100,000 people

-He has made over 4,000 professional appearances

-He performs over 200 shows every year, all over the world

### 10:00 A.M. – SALES TRACK: Unlocking Your Hidden Potential

Research has told us that we only use approximately 10% of our mind's capacity; what if we were able to access just a small percentage of that hidden potential? Attendees will learn how the mind is influenced through suggestion and conditioning. Mental management tools will be provided to enhance the power of the mind, influence clients & colleagues, and improve cognitive state.

## Russell Viers

### 10:00 A.M. – Think Inside the InDesign Box

If you've used InDesign for more than 15 minutes you've already made boxes... probably lots of them. But there are more to boxes, or frames, than just drawing with the default frame tools. And what about making boxes without making boxes? That's where the fun begins. In this class you'll see how to really use InDesign to make magic happen in creating ads, pages, covers, and much more. If you use the techniques I'll show in this session, you'll work faster, have more exciting designs, and actually have more fun in front of the computer.

### 1:00 P.M. – InDesign Styles Stuff...and Stuff

Adobe gave InDesign some new Styles Power in the most recent upgrade, a thing called Style Packs. Take a look at how these can help you design ads faster than ever, along with a bunch of other fun, and powerful, formatting techniques using the many Styles tools InDesign offers. And it's not just for text, either. If you're not using Styles, you are truly working too hard.

## Thursday Schedule

2:30 P.M. – Publisher/Manager Roundtable ..... Wisconsin

2:30 P.M. – MVP Session ..... Minnesota

## Friday Schedule

7:30 A.M. – BREAKFAST/Registration ..... Heartland

8:30 A.M. – KEYNOTE with Brian Imbus ..... Heartland

9:30 A.M. VENDOR BREAK..... Registration Area

### 10:00 A.M. – BREAKOUT SESSIONS

SALES TRACK: Brian Imbus ..... Minnesota  
Unlocking Your Hidden Potential

GRAPHICS TRACK: Russell Viers ..... Wisconsin  
Think Inside the InDesign Box

11:15 A.M. MEMBERSHIP MEETING ..... Heartland

11:30 A.M. AWARDS LUNCH..... Heartland

12:45 P.M. – VENDOR BREAK..... Registration Area

### 1:00 P.M. – BREAKOUT SESSIONS

SALES/MANAGEMENT: Roundtable ..... Minnesota

GRAPHICS TRACK: Russell Viers ..... Wisconsin  
InDesign Styles Stuff...and Stuff

2:30 P.M. 3-MINUTE IDEA EXCHANGE ..... Heartland

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