



PAGEFLEX PERSONA CROSS MEDIA SUITE TRAINING

Persona Cross Media Suite

Persona Cross Media Suite is a completely new product incorporating award-winning variable data and cross-media functionality from Pageflex into a desktop application. Among the compelling features are cross-media capabilities for creating coordinated print and email campaigns, variable-length document capabilities, and tools for building flexible layouts.

Persona Cross Media Suite allows companies to begin offering sophisticated variable data printing services very quickly. It enables database-driven, one-to-one business collateral and other personalized print documents and email that leverage valuable customer information, enabling powerful cross media communication.

All templates, variables, and projects created in Persona Cross Media Suite can be easily reused by Pageflex server-based Web-to-print applications. This gives companies an easy migration path should they choose to add a Web-to-print component to their business, as well as the ability to produce both desktop variable data projects and templates for Web-to-print, without changing applications.

DAY 1 — Demonstrations and Studio Basics

Day 1 is an in-depth, hands-on study of Persona. Students will learn how to create projects, build templates, define and apply variables, define output job parameters as well as preview jobs against a database. Lessons also cover the use of scripts and how they can be used for expanded variable evaluations. The day ends with building a dynamic, variable length document.

LESSONS

- Persona Demo and Overview
- Persona Installation
- Persona Basics
- Project: Color Tutorial
- Scripts
- Project: Variable Length Documents

DAY 2 — Postcard Project and Output Generation

Day 2 continues with building a postcard project from ground up, configuring Persona output and discussion and samples of using post processing for added functionality. Students will also learn how add a variable HTML template to their project, resulting in their first personalized email campaign.

LESSONS

- Variable Data Project Planning
- Project: Creating a Variable Data Postcard
- Output Setup
- Dynamic Post Processing
- Project: HTML Email