

Certification & Training Program for Brand Managers

Effectively communicate with your print suppliers.



BrandQ® training teaches you proven methods to help you monitor and control print quality across the entire supply chain.

EXCLUSIVE EDUCATIONAL PROGRAM DEVELOPED TO HELP BRAND MANAGERS

Brands that effectively communicate with their production partners see many benefits, including better turnaround times, increased speed to market, reduced costs, and improved brand integrity. The Idealliance BrandQ program will teach you how to optimize communication between you (your brand) and your supply chain partners.

The BrandQ program teaches methods for controlling and monitoring print quality across the entire supply chain. The program provides hands-on training plus useful online resources, including assessment tools, additional training classes, a BrandQ forum and discussion group. Everything you'll need to become an Idealliance certified BrandQ Manager.

EARN EXPERTISE THAT YOU CAN IMMEDIATELY PUT TO USE

When you participate in the BrandQ training program, you will learn the basics of quality control and print measurement, working hands-on with the same tools suppliers use.

You will learn about global and custom print standards and how knowing them can help you better communicate your expectations with your supply chain partners. You will come to recognize the benefits you and your suppliers can reap from the brand alignment process and get guidance on ways to improve your supplier relationships. BrandQ training teaches you proven methods to help you monitor and control print quality across the entire supply chain. The BrandQ Certification & Training program for Brand Managers teaches you how to effectively communicate with your print suppliers.



Available both online and live in-person with extensive hands-on experience, BrandQ live training includes:

YOU WILL LEARN

Basics of quality control and print measurement

How to communicate your expectations with suppliers

How to determine if suppliers can meet your expectations

The benefits suppliers reap from the brand alignment process

How to improve your brand/supplier relationships

How to communicate and control spot colors

BRANDQ LIVE TRAINING PROGRAM 2-DAY AGENDA

DAY 1 MORNING

- The Big Idea: what the BrandQ program will do for you
- Measurement Basics
- Measurement (hands on with live instruments and samples)
- Reference Printing Conditions

DAY 1 AFTERNOON

- Global Print Standards
- Global Print Standards – communicating standards – Hands On
- Custom Print Standards
- Custom Print Standards – Hands on communicating standards
- Designing for the Print Capability
- What matters to you – print capability, cost, and goals

DAY 2 MORNING

- Design Intent – ICC Profiles and Working Spaces
- ICC Profiles and designing for Print Capability – hands on – use of profiles in CS
- G7® Basics
- Evaluation of G7®
- Hands-on G7® – measurement and evaluation of G7® printed materials

DAY 2 AFTERNOON

- Spot colors
- Spot colors – Hands On specification, multiple libraries, and evaluation
- Paper Relative Theory
- Evaluation of Print – How to Tell if a Sheet is Good
- Evaluation of Printed Materials – Hands on
- Developing a Communication Document for Print Specification
- Pre-assessment Check List
- Proof Alignment Tests
- Hands-on proof alignment with evaluation of multiple proofs
- Review, Q&A & How to Move Forward