



## **MEDIA RELEASE**

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**For immediate release:**

### **Meet Sandee Cohen at Photoshop Live, Melbourne**

A 20 year background in ad agencies learning about print production set New York-based Sandee Cohen up perfectly for a career as a freelancer teaching InDesign around the world. She'll be in Australia for the fourth time in August at InDesign Live, Melbourne as one of the conference's key trainers.

Cohen has been a traveling trainer since 1990 and clearly adores her job. It all started when, as the only one with a Mac at home in the late '80s, art directors at the ad agency where she worked started coming to Sandee desperate for help with "the machine". With her enthusiasm and knack for teaching impressing her grateful 'students', she switched from copywriting to design training and never looked back.

"When I left advertising I decided to teach computer graphics to art directors. But I had no idea there were people who made their living traveling and speaking at trade shows," said Ms Cohen.

"I love it when I teach someone how to use the software and then they use their creativity to turn my techniques into stunning designs. I am always amazed that they took what I taught and turned it into that look."

Like other conference trainers, Cohen receives many lessons in return from her corporate students and from the conference audiences, where a regular highlight is the Q&A 'frenzy' session.

"I have always learned from my students. When a corporate student asks a question that explains what their company does, I benefit. It helps me know what issues they are having," she said.

Proving the graphics profession is a world-wide community, Cohen relates a problem designers share in every city she visits.

"The most common theme we hear is designers who have been told to do bizarre things by print shops that don't really understand the software. I love debunking those myths."

Fellow trainers on the road have a lot to offer each other too.

"My favourite sessions are on Interactive PDF," said Cohen. "I usually do both the introductory and the more advanced multimedia sessions. But I am looking forward to seeing [Australian-based Adobe trainer] Mike McHugh do the second part in Melbourne. He will give me a new slant on the topic."

While the combined Melbourne Photoshop Live and Creative Suite Live Conference schedules offer an exhaustive 49 topics between them, Cohen says that if there's a session outside a delegate's professional expertise, it's worth sitting in.

"Totally! There is no such thing as useless knowledge. Everything relates somehow. Seeing how other software works can help in your work. For instance, many times the same types of codes that work on the Web can be used in XML for print."

'Energy' is a recurring theme of these events, which are independently produced by US company, Mogo Media. Cohen explains that the difference between the live events and more traditional training is, in part, the anonymity.

"The conference has an energy that corporate training does not. At corporate events everyone knows each other and I am the stranger. At conferences we're all strangers and the energy is exciting," she says.

And it may comfort anyone who has set up an IT presentation and had technology gremlins call the shots, to know that even the most experienced presenters are not spared such hiccoughs.

