



An Introduction to Print Buying

Buying Print often involves a whole range of bewildering technical complexities and industry jargon, seemingly designed to confuse the novice. This one day course is designed to give non-expert buyers sufficient knowledge and understanding of printing processes to help successfully match the needs of the business to supplier's capabilities.

Course Structure

Introduction

- The Printing Industry today
- Understanding the print needs of the business
- Selecting the right print suppliers
- Understanding suppliers' cost drivers

Break

- Writing a print specification
- RFQ – Request for Quote
- Briefing the supplier
- Assessing suppliers' quotations

Lunch

- Print production processes
- The cycle of a print job
- Print project planning and management
- Quality and cost control

Break

- The Jargon Buster - how to speak the language
- Managing supplier relationships
- Negotiation for best value
- Summary

End

The day is fast-paced, interactive, packed with useful tips and tools to help deliver measurable improvements in print procurement.