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 **PRINTING United Expo Launches Powerful Keynote Education Program Series**

*Marketing Industry Guru Joe Pulizzi is first announced and will present* “6 Steps to Building a Loyal Customer Base (that Will Continually Buy from You)” *at PRINTING United Expo this October in Las Vegas*

**Fairfax, Va.** — PRINTING United Alliance today announces the launch of a powerful Keynote Education Program Series that will inform and inspire the tens of thousands of attendees set to attend PRINTING United Expo 2022 in Las Vegas. The first keynote to be announced is “*6 Steps to Building a Loyal Customer Base (that Will Continually Buy from You),*” presented by renowned marketing industry superstar Joe Pulizzi. PRINTING United Expo takes place Oct. 19-21 at the Las Vegas Convention Center where the industry will reunite for the first time collectively across all segments together under one roof.

“PRINTING United Expo is more than just a trade show,” says Mark J. Subers, president, PRINTING United Expo. “The Expo is a three-day immersion of all things that drive, support, and interact with anything related to printing, much of which depends on exceptional education. In speaking with past attendees, and in conducting research on the type of education preferred by the industry, PRINTING United Expo education this year takes on a different format, which directly speaks to the demand of a higher quality and level of education offered than ever before.

“Speakers being selected for our Keynote Speaker Program Series are highly sought-after minds offering keen level of detail and insight into important subject matter areas to help attendees walk away with usable and inspiring ideas. We enthusiastically welcome Joe Pulizzi as a mastermind in marketing as our first speaker in the series to be announced.”

**PRINTING United Expo Keynote Address Speaker: Joe Pulizzi**
Pulizzi is the founder of multiple startups, including content creator education site, The Tilt, as well as the content entrepreneur event Creator Economy Expo (CEX). He is the bestselling author of seven books, including “Content Inc.” and “Epic Content Marketing,” which was named a “Must-Read Business Book” by *Fortune Magazine*.

He is best known for his work in content marketing, first using the term in 2001, then launching Content Marketing Institute and the Content Marketing World event. In 2014, he received the "Lifetime Achievement Award" by the Content Council. He successfully exited CMI in 2016 and consequently wrote an award-winning mystery novel, “The Will to Die.” He has two weekly podcasts, the motivational “Content Inc.” podcast and the content news and analysis show “This Old Marketing with Robert Rose.”

**Keynote Address Presentation**
Pulizzi’s keynote on Oct. 20 will take place in the PRINTING United Expo Keynote Theater. Pulizzi highlights that innovative companies of tomorrow not only sell products and services but have learned how to market so those customers actually care about them every single day. In this session, Pulizzi will go into detail on how printers and manufacturers can build a loyal following (in six steps) that will keep customers coming back and buying more.

PRINTING United Expo registration includes access to the keynote address. For more information and to register for PRINTING United Expo 2022, visit [printingunited.com](http://printingunited.com).

 **About PRINTING United Alliance**PRINTING United Alliance the most comprehensive member-based printing and graphic arts association in the United States, comprising the industry’s vast communities. The Alliance serves industry professionals across market segments with preeminent education, training, workshops, events, research, government and legislative representation, safety, and environmental sustainability guidance, as well as resources from the leading media company in the industry – NAPCO Media. Now a division of PRINTING United Alliance, Idealliance isthe global leader in G7 and standards-based training and certification for printing and graphic arts operations across the entire industry supply chain.

PRINTING United Alliance also produces PRINTING United Expo, the most influential days in printing. The expansive display of technology and supplies, education, programming, and services are showcased to the industry at large, and represents all market segments in one easily accessed place.