

### **Kirsten Barker to Speak on Digital Media Management at Technical Conference**

Ithaca, NY - (06/10/10) Kirsten Barker, President of Prendismo, will participate in a panel discussion on Centralized Content Management at the 2010 IPA Technical Conference. Held June 7-8, 2010 at the Westin O'Hare Hotel in Rosemont, IL, Kirsten's presentation will focus on how organizations can better harness their growing volume of digital media content to begin the process of sharing knowledge among stakeholders.

With the exponential growth of digitally-developed content, managing the expanding communications channels for distributing that content presents ever-increasing challenges for organizations large and small. In this session, attendees will learn how companies have benefited from investing in smart content management. Besides also learning what's next in graphic communications, conferees will find useful tips and tactics for increasing quality and reducing costs.

IPA is an international trade association representing creative, premedia and print service providers who specialize in operating powerful digital workflows to create, image and deliver graphics files across multiple media. IPA members utilize a long history of prepress excellence to leverage their digital workflow capabilities beyond traditional print boundaries.

The panel discussion will include Jeffrey Stewart, Partner and Chief Technology Officer, at Trekk Cross-Media and will be moderated by Robin Tobin, Partner and Vice President of Key Accounts at Trekk Cross-Media.

#### **About Prendismo**

Prendismo is home to the world's premiere collection of digital video content on business, leadership and entrepreneurship. Founded in July 2008, Prendismo has developed innovative and provocative ways to share an extensive collection of business insight.

The company's digital video platform, products, and services have set new standards for producing and delivering content that inspires and educates people anywhere anytime. The company also provides an innovative knowledge management tool for businesses who wish to capture the real stories of their executives and employees and share this wisdom across the organization.

For more information, visit [www.prendismo.com](http://www.prendismo.com).