



About Trish Witkowski

Trish Witkowski specializes in creative solutions and engagement strategies for direct mail and marketing, and she uses her expertise to help marketers discover solutions that can meet, or exceed, their marketing and business goals.

Trish has an innate ability to solve problems, share information, and motivate audiences with inspired, relevant content, bold visuals, and powerful case studies. Trish is the President of Foldfactory.com, a tireless researcher and content creator, and an instructor for LinkedIn Learning. She hosts a popular YouTube vlog with over 500 episodes, tens of thousands of subscribers, and millions of views.

She has been a brand ambassador for Sappi and HP, and has inspired marketing teams at American Express, ADT, Lowe's and USPS. She has produced many books, blog posts, articles, and videos to help direct marketers get results.

2021 Presentation Topics:

10 Big Ideas: Add "WOW" to Your Print

Are your clients feeling uninspired and questioning the power of print in their marketing mix? This bold and visual presentation showcases the best of digital and conventional print in 10 fun categories, like adding texture, creating dimension, integrating technology, using creative formats and more. For printers, this presentation offers a unique opportunity to promote the latest capabilities of your organization in a learning environment. Handout materials available for licensing.

Marketing to the Generations

One of the greatest challenges facing marketers today is the management of customer relationships across generational boundaries. Although the focus has largely been on Millennials, will Millennial marketing strategies work on Gen Z? Can companies attract and engage young people without alienating their valuable Gen X and Boomer clients? Learn what is important to each generation, how they communicate, and where their preferences overlap. Handout materials available for licensing.

The Secrets of Engaging Mail

Feeling stale with your direct mail? This power-packed session is filled with direct mail inspiration. You'll go on a fascinating journey through a wide array of engagement strategies and trends including ugly versus beautiful mail, image tricks, creative envelopes and opening mechanisms, stamps and addressing techniques, the human touch, and more. See how to "get it opened," prevent marketing fatigue and make your mail stand out in the crowd. Handout materials available for licensing.

That's Fold-tastic!

Stuck in a tri-fold funk? Get fresh ideas for your upcoming campaigns as the industry's own "folding celebrity" shares unique and effective solutions from her extensive (and coveted) print sample library. Learn high impact low budget strategies for everyday projects, and see how to turn up the "wow-factor" when you need to. This highly visual presentation is filled with print "eye candy" and ideas for marketers who operate on either end of the budget spectrum. Handout materials available for licensing.

Zoom Meet-Up "Sample Showcase" with Trish!

Join Trish live from her video studio for a Zoom event that is intimate, informal and fun. Audiences love the opportunity to ask questions and interact, while Trish provides a high-quality, dual-camera view of an array of real-world samples that are hand-picked and relevant to the attendees. Clients can also ship printed samples to Trish and she'll add them to the sample showcase.

For more information and to inquire about Trish's schedule and fees, contact trish@foldfactory.com.