History
IDEAlliance is a not-for-profit membership organization that has been a leader in information and media technology since 1966, with origins extending to 1897 with the incorporation of IPA into IDEAlliance in 2010.

Mission
IDEAlliance identifies best practices for efficient end-to-end integrated media workflows – from content creation through distribution. Through its active committees, educational conferences, online training, and certification programs, the association provides members the forum for the exchange of information that results in the creation of the media production industry’s most valued standards.

Membership
While many associations are based on a single market sector such as a particular print or publishing process, IDEAlliance brings together members from across the content supply chain, with more than 1,400 member organizations participating in its committees and certification programs.

Sectors of Engagement
IDEAlliance supports 3 major sectors of technical engagement:

- Digital media creation, production, management, and distribution
- Print media production, process control and colorimetrics, and integrated workflows
- Postal distribution including postal transportation and logistics

Education
IDEAlliance helps its members keep pace with emerging media technologies, industry standards and proven best practices through our online learning and in-person training programs, such as our Color Management Professional and G7 Expert Certification programs.

Why IDEAlliance?
IDEAlliance provides your staff with ongoing training and peer support in implementing industry-leading best practices that reduce variability and increase efficiencies and automation in workflows across the media production supply chain.