

MEDIA CREDENTIAL REQUEST

ADOBE MAX 2026

MEDIA KIT

November 10-12, 2026

Miami Beach, Florida

Creative technology. Design. AI. Publishing.

Practical coverage for creators, authors, entrepreneurs,
and small-business owners.



ANTHONY C. LUMPKIN

Publisher | Author

Web Designer | Digital Strategist

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PROFILE

About Anthony



Anthony C. Lumpkin is the owner of TL Web Design and publisher of ACL Publishing, LLC. His work sits at the intersection of publishing, website strategy, creative technology, AI, and practical business education.

He creates books and digital content for people navigating work, money, technology, family, faith, and major life decisions.

Through TL Web Design, he helps organizations improve how they present themselves online and how customers experience their brands.

“My goal is simple. Cover what happened, explain why it matters, and give people something useful they can apply.”

Current roles

- Owner, TL Web Design
- Publisher, ACL Publishing, LLC
- Author of 10 published books
- Digital strategy and web design practitioner
- Business and AI content creator

COVERAGE LENS

AI | Design | Branding

Publishing | Creator Economy

Two brands. One point of view.

Publishing and digital design give my coverage a practical angle. I work with the same tools, workflows, and business decisions I write about.



ACL Publishing

Books, publishing education, author support, digital products, and practical educational content.

PRIMARY SUBJECTS

AI • Careers • Finance • Family



TL Web Design

Website strategy, digital design, branding, SEO, customer experience, and AI-supported business systems.

PRIMARY SUBJECTS

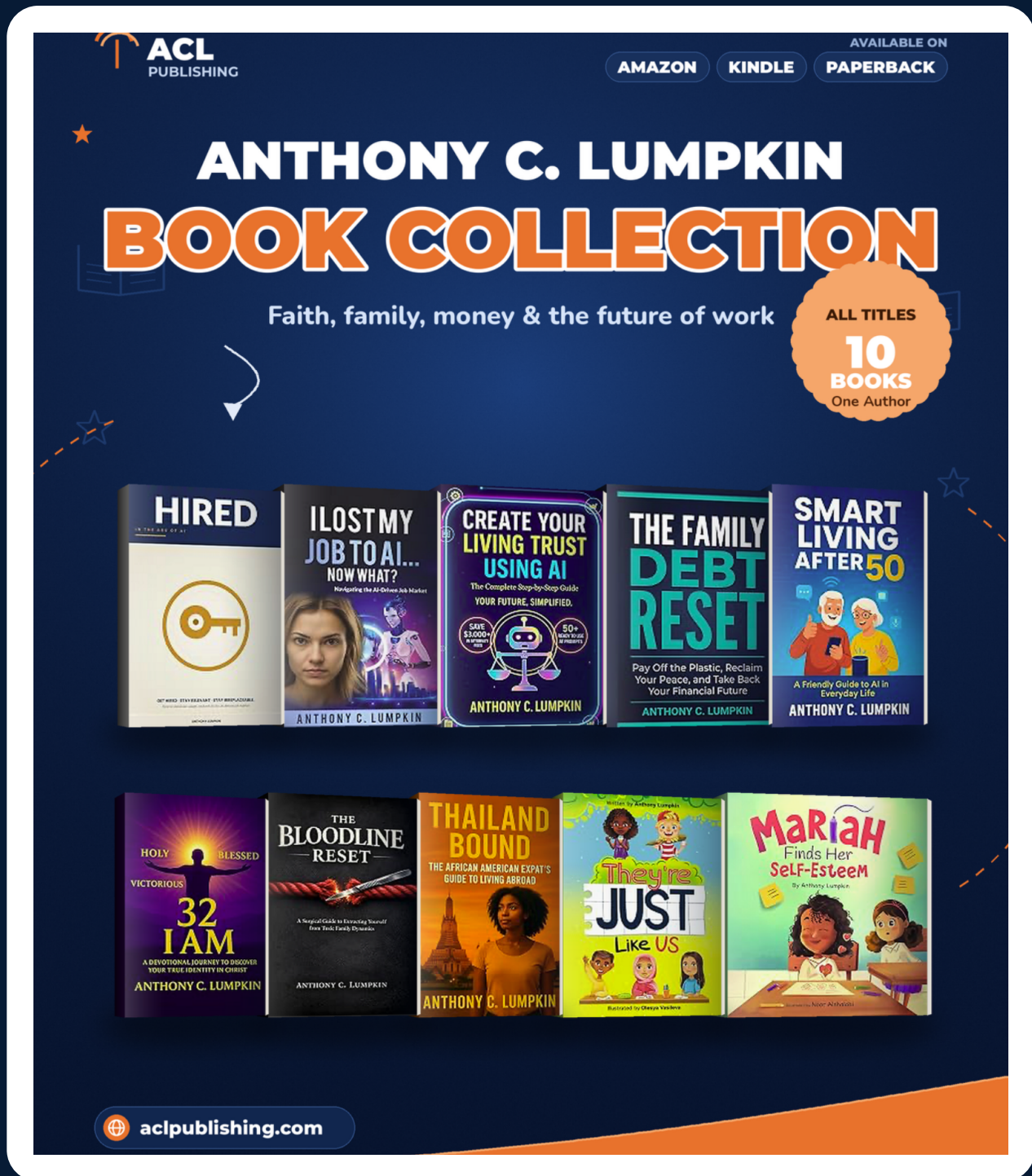
Web • UX • Brand • Growth

WHY THIS MATTERS FOR MAX COVERAGE

I am not approaching Adobe MAX as a spectator. I use creative technology in client work, publishing, and content production. That lets me translate announcements and sessions into useful takeaways for working creatives and business owners.

10 published books

A catalog spanning AI, careers, finance, family, faith, international living, and children's publishing.



What I cover

My audience responds best to clear explanations, useful examples, and real business context. I focus on application over hype.

01

AI + creative workflows

How AI changes real creative work, where it saves time, and where judgment still matters.

02

Design + branding

What makes digital work feel current, credible, useful, and easy to trust.

03

Creator economy

How creators build sustainable businesses around their work and intellectual property.

04

Web + digital experience

How design decisions affect usability, conversion, and brand perception.

05

Publishing

How authors and independent publishers use modern tools to produce and market better work.

06

Small-business application

How new creative tools translate into practical workflows for small teams.

Why Adobe MAX

Adobe MAX is a natural fit because the conference sits directly inside the subjects I already work in and cover.

NOV 10-12

Miami Beach + online

200+

sessions, labs +
photowalks

7

content tracks

AI

a dedicated creativity
track

The editorial opportunity

MAX brings together designers, creative directors, marketers, content creators, photographers, and people working with generative AI. My role is to bring those ideas back to an audience of creators, authors, entrepreneurs, and small-business owners in a practical form.

Priority tracks

- Accelerating Creativity with AI
- Branding
- Creative Leadership and Innovation
- Creator Economy
- Design, Imaging, and Illustration
- Video, Audio and Motion

Event details based on Adobe MAX 2026 official program information.

Before. During. After.

A focused plan built around useful coverage rather than volume.

BEFORE

- Pre-event LinkedIn and Facebook post
- Session and speaker watch list
- Explain what I am looking for at MAX

DURING

- Daily social updates
- Event photography where permitted
- Short video clips and interviews
- Session takeaways
- Creative Park and workflow coverage

AFTER

- Concise event recap
- Practical article for small businesses
- Tool and workflow follow-ups
- Selected creator and speaker highlights

The goal is quality over volume. I would rather publish fewer pieces with a clear point than flood the feed with generic event coverage.

Story angles + deliverables

Working story angles

- What Adobe MAX 2026 says about the next year of creative AI
- The Adobe tools small businesses should pay attention to
- What independent creators can learn from this year's MAX sessions
- Where AI fits into professional design workflows and where it does not
- What authors and publishers should watch in Adobe's creative ecosystem
- Five practical ideas from MAX worth taking back to your business

Planned deliverables

Event photography

Curated conference images.

Short-form video

Brief clips and recap content.

Live social coverage

LinkedIn and Facebook updates.

Editorial recap

Strongest ideas and practical takeaways.

Workflow coverage

Creative tools, AI features, and business use cases.

Creator conversations

Short interviews or quotes when available.

Coverage will be written for people doing real creative and business work, not as a stream of product announcements.

Let's connect



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Thank you for considering my media credential request for Adobe MAX 2026.

I would welcome the opportunity to cover the conference and share useful, grounded reporting with my audience.