

 **PMA**
Australia
presents



SYDNEY
23 - 26 June 2011

PROGRAM

IMAGING AND ENTERTAINMENT EXPO 2011
Sydney Convention & Exhibition Centre – Darling Harbour



FUJIFILM

Sponsored by:

maxwell
INTERNATIONAL AUSTRALIA

OLYMPUS

For more Information go to www.pmaaustralia.com.au

Register Now

www.pmaaustralia.com.au



- 1 PMA Best Value Conference Pass \$295 member*/\$395 non-member**
Includes choice of ALL education sessions Thursday – Sunday, the Thursday luncheon and evening Sundowner, Industry Gathering on Friday evening, and admission to the Exposition and The Framing Show each day.
- 2 PPFA Best Value Conference Pass \$295 member*/\$395 non-member**
With the PPFA Best Value Conference Pass, choose any PPFA session at no added cost. The pass also includes admission to the PMA General Sessions on Friday and Saturday, the Industry Gathering on Friday evening, as well as the Exposition and The Framing Show each day.
- 3 PSPA Education Pass \$179 member*/\$279 non-member**
With the PSPA Education Pass, choose any PSPA sessions and the PSPA Luncheon at no added cost. The pass also includes admission to the PMA General Sessions on Friday and Saturday, the Industry Gathering on Friday evening, as well as the Exposition and The Framing Show each day.
- 4 PIEA Education Pass \$99 member/\$199 non-member**
With the PIEA Education Pass, choose any PIEA sessions at no added cost. The pass also includes admission to the PMA General Sessions on Friday and Saturday, the Industry Gathering on Friday evening, as well as the Exposition and The Framing Show each day.
- 5 EXPO Only Badge – FREE**
Includes admission to the Exposition and The Framing Show each day, as well as choice of the PMA General Sessions on Friday and Saturday mornings.
- 6 Evening Sundowner Tickets (a la carte pricing)**
Evening Sundowners are included with all Best Value Conference Passes. Other delegates and exhibitors may purchase Thursday or Friday Sundowner tickets for \$25.

*PMA Member Special – Buy one Best Value Conference Pass or an Education Pass and get additional passes for colleagues for just \$99 each!

Badge and Ticket Mailings

Conference badges will be mailed prior to the conference to all participants registering by 3rd June. Due to possible mailing delays, registrations received after this date will be processed and available for pick up on-site in Sydney. Exhibition-Only badges will be held for on-site pick up.

Preregistration Deadline: 3 June 2011

If you miss the preregistration deadline, you can still preregister and pick up your materials on site. Conference registration will be available beginning on Thursday, 23 June, at 8:30 a.m.



Imaging and Entertainment Show Hours

Friday 24 June	10am – 6pm (Trade Only)
Saturday 25 June	10am – 5pm (All Welcome)
Sunday 26 June	10am – 5pm (All Welcome)

Contact Us

Find information on PMA events, membership, and more by contacting the PMA Australia Office:

PMA Australia

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PICA – Photo Imaging Council of Australia Ltd.

1 College Road North, Lane Cove,
NSW 2066
Australia
Tel: +61-02-9418-6118
Fax: +61-02-9418-6269

Explore the Digital Life



Discover a New World of Imaging and Home Entertainment!

With a new name and a new look, this year's PMA Imaging & Entertainment Show will bring you all the latest cutting-edge and must-have technology. The key brands will be presenting new ways of capturing images and displaying them in your home.

The event also features a large education zone with free seminars for professional photographers running throughout the Friday "trade and business day". Called "The Huddles", this exciting new approach to conferencing will feature a star line-up of Australia's top professionals willing to share their secrets. There will also be a World Photo Adventures Zone as well as an area showcasing photo workshops.

Throughout the show, the judging for the AIPP Australian Professional Photographer of the Year Awards will be in progress and all show visitors are welcome to drop in and watch the judging process in action.

On Saturday and Sunday, anyone with an interest in photography will be warmly welcomed. The Show Theatre will feature some of Australia's best known electronics commentators who will be demonstrating the full connectivity of today's products. Covering TV internet connectivity, latest developments in 3D and all the little tricks of getting images from your cameras to your lounge will be fully explained and demonstrated. The Show Theatre will be open to all on the show floor and, apart from the entrance fee, the Show Theatre presentations are free.

And if the public want to save the \$20 entrance fee, they need to visit a friendly photo dealer for a pass or visit our website: www.pmaaustralia.com.au

Thursday 23 June Registration Opens 8:30 am

PMA GENERAL SESSION

9:15 am - 9:30 am

Convention Welcome

Speaker: Dave Marshall, FUJIFILM Australia Pty Ltd;
Richard Robertson, Ted's Camera Stores Pty Limited

9:30 am - 10:45 am

GS1 Doing Business Better: It's Not WHAT You Do, It's the WAY You Do It!

Sponsored by Olympus Imaging Australia Pty Ltd
The common factor in the business environment of today, and into the immediate future, is change. Learn from Ita Buttrose how to cope with change while delivering superior customer service and making your customers the promoters of your business. Ita will also share her ten steps for small business success.

Speaker: Ita Buttrose

Chairperson: Marc Radatt,

Olympus Imaging Australia Pty Ltd



PMA GENERAL SESSION

11:00 am - 12:30 pm

GS2 The Future Economy and Trends in the Imaging, Electronics, and Communications Industries

Sponsored by Maxwell International Australia Pty Ltd
Social networks, video sharing, custom manufacturing and virtual merchandise – consumers have embraced imaging in ways never expected. The challenge now is to find business models to support future growth. Craig James, Chief Equities Economist, Commonwealth Securities, will interpret the 'big picture' economic and financial trends in business. GfK will demonstrate what these trends mean for the imaging industry.

Speakers: Craig James, Commsec Ltd; Gary Lamb, GfK Australia

Chairperson: John Swainston,
Maxwell International
Australia Pty Ltd



PPFA Professional Picture Framers Assn.

9:30 am - 1:00 pm

MCPF Master Certified Picture Framer Exam

Join an exclusive group of framing professionals who have earned the Master Certified Picture Framer (MCPF) designation and proven themselves in the field of preservation framing. Contact PPFA for details and requirements, or visit www.ppfa.com.

\$420 plus GST Member; \$590 plus GST Nonmember
Off-site location. Details will be sent upon registration.

10:45 am Morning Tea and Coffee

12:30 pm
EL – Lunch



PMA

1:15 pm - 2:20 pm

E1 Retailing --What are the Hot "Back of House" Issues?

Russell Zimmerman, the Executive Director of the Australian Retailers Association, has a close understanding of the major issues impacting Australian retailers.

His address will cover the current concerns in the areas of landlord and tenancy, Legal, and the latest developments in eftpos. Russell's association has over 3,000 members Australia wide and is viewed as the leading organisation representing Australian retailers.

Richard Breden will bring us up to date with the introduction of Fairwork and how retailers are managing this change. The Fair Imports Alliance was formed to fight the unfair "GST Free" imports issue. PMA is a member of this alliance. Brad Kitsche, the Executive Director of ASGA (the Australian Sporting Goods Association), has been the spokesperson for this group, and will advise progress, as well as covering the Productivity Commission enquiry into Australian Retail.

Speakers: Russell Zimmerman, Australian Retailers Association. Richard Breden, FCB Group, Brad Kitsche, ASGA Chairperson: Paul Dawson, Hydro Photographics

2:30 pm - 3:30 pm

E2 Getting the Best Return for Your Online Marketing

Understanding the internet in today's market is imperative to your business. Find out how you can maximise website potential to increase sales, build customer loyalty, track and measure, and stand out amongst competitors. Learn how the web is changing around you while being able to better reach your market online, use your website as a communication tool, and convert visitors to purchasers.

Speaker: Darren Vowles, ReachLocal Australia Chairperson: Paul Shearer, Raleru Ltd (T/AS Camera House)

3:30 pm Afternoon Tea and Coffee

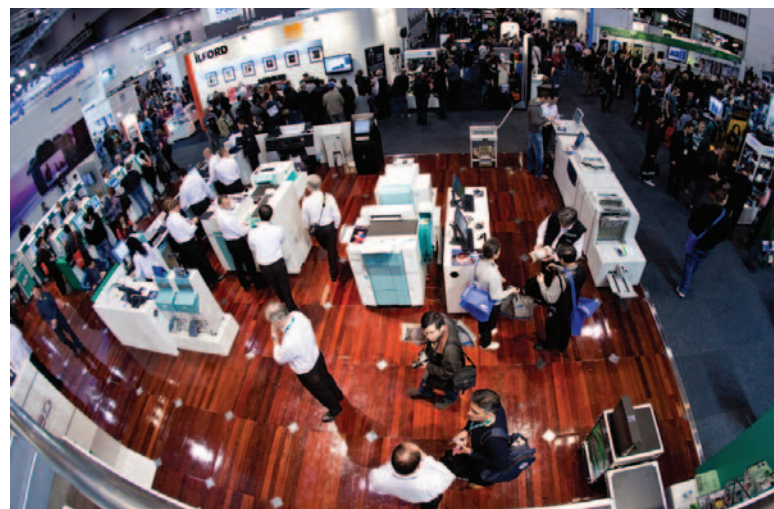
PMA

3:50 pm - 4:50 pm

E3 Women Making a Difference to Business and the Photo Industry

There are more women than ever in the photo industry, breaking stereotypes of every kind. These successful businesswomen will outline their experiences and challenges faced within their own operations. Explore the new climate of women in the imaging business that is impacting the industry in a very big way.

Speakers: Claire Moffat, Connected Australia; Kay Spencer, NARTA; Sina Clayton, Camera Action Pty Ltd Moderator: Patrick Kearney, Connected Media



PMA

3:50 pm - 4:50 pm

E4 Direct Marketing in a Digital World

There are only two ways of marketing – and in this session Malcolm Auld will demonstrate the one way of marketing that's essential for success in the digital world. He'll debunk some of the digital marketing myths and give you loads of ideas and advice you can use immediately in your business. If you are involved in retailing or wholesaling you'll gain valuable insights into what works in marketing today. Malcolm's book *Direct Marketing Made Easy* is one of the largest selling marketing texts in the country and his book *Email Marketing Made Easy* was the world's first non-American book on the subject. Malcolm has written and delivered numerous marketing courses for the AIM, ADMA and AMI and has trained marketing executives in at least 17 countries.

Speakers: Malcolm Auld, MAD Chairperson: Jeff Crowley, Fujifilm Australia Pty Ltd

5:00 pm - 6:00 pm

E5 High Performance Retailing

Retail is constantly changing. What worked yesterday may not work today. Cassandra Lewis will introduce a proven retail management system which is unique in the world, focusing on guaranteed increases in sales. She will help you to learn the systems and techniques that will provide you with sustained growth and the tools to reach goals you may have only dreamed of.

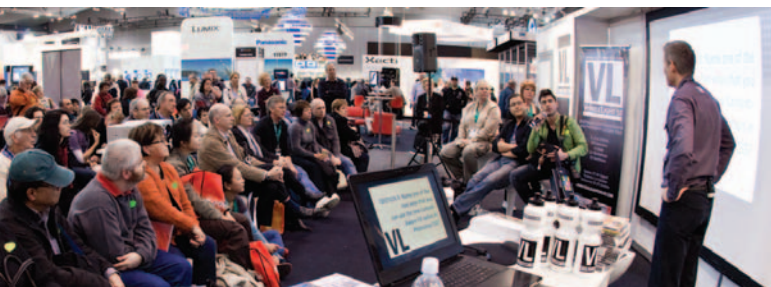
Speaker: Cassandra Lewis, The Friedman Group Chairperson: Nic Peasley, Ted's Camera Stores

6:00 pm - 7:00 pm

SD1 Australian Distinguished Service Award Sundowner

Our evening includes the presentation of the 2011 Australian Distinguished Service Award. Join your fellow industry members in recognising and celebrating those who have truly contributed to our industry.

Chairperson: Phil Gresham, Fotofast



PMA

7:45 am - 8:45 am

100 Coaching and Communicating with Gen Y Staff

This session will assist managers, supervisors and colleagues who are working in cross-generational workplaces. The presentation style is interactive with the audience and will enable participants to ask questions and clarify specific approaches to the communication process to achieve harmony and efficiency. During the session, Catherine Logue will define the communication needs of Gen Y team members and the impact each has on the coaching process for these team members in the photographic business.

Speaker: Catherine Logue, Training for Learning

Chairperson: John Ralph, John Ralph's Camera House

8:45 am Morning Tea and Coffee

PMA GENERAL SESSION

9:00 am - 10:00 am

GS3 Embrace Technology, the Real Business Driver

Sponsored by Nikon Australia

Charlie Brown is able to communicate, educate and inspire a broad audience, without using confusing technological jargon. Charlie's experience across a whole spectrum of media makes him the ideal person to go to when consumer electronics needs explaining in a clear, concise manner.

Speaker: Charlie Brown,

Life and Technology... Simplified

Chairperson: James Murray, Nikon Australia



10:00 am - 6:00 pm Exhibition Open - Trade Only

PPFA Professional Picture Framers Association

8:30 am - 10:30 am

F1 Planning for Profit

Sponsored by Megawood Larson-Juhl and Nielsen Bainbridge.

This seminar offers a modern-day approach that outlines the critical factors that make a custom framing business successful. Jared Davis will dispel many of the business clichés that no longer apply in today's ever changing trade environment. You'll discover up-to-date retail concepts and ideas that will encourage customer buying and loyalty for years to come. This class will provide you with the strategies necessary to help increase the scope of your business immediately, while simultaneously ensuring its long-term security.

Speaker: Jared Davis, MCPF, GCF, Sponsored by Megawood Larson-Juhl

F2 Glazing Options for the Frame

Sponsored by Megawood Larson-Juhl

Confused by the choices to offer your customers? Learn the features and benefits of the many types of glass and acrylic available so you can help your customers make the right choice.

Speaker: Rob Markoff, CPF, Gallery Services

9:00 am - 10:30 am

F3 The Acid Free Myth

Sponsored by Antons Moulding and Peterboro Matboards

This session is all about the differences among the various matboard types, such as "acid free", alpha cellulose, and 100% cotton. The truth and consequences of using all types will be covered in detail, with emphasis on what's important for preservation framing, and why. Learn why fibre composition is only part of the story. Definitions of matboard terminology and industry "buzz words" will be included, and we will discuss recommended applications for each type of board.

Speaker: Jim Miller, MCPF, GCF, Artframe Inc.

PPFA Professional Picture Framers Association

10:30 am - 2:30 pm

CPF Certified Picture Framers Exam

This important PPFA qualification is a strong marketing tool for members. Contact PPFA for details and requirements or visit www.ppfa.com. \$235 + GST Member; \$340 + GST Nonmember; \$155 + GST for Retakes.

3:30 pm - 3:45 pm

F4 PPFA Annual General Membership Meeting

This meeting will include an overview of the state of the industry, certification, and future developments of PPFA in Australia, New Zealand, and the United States. Ormond Williams, MCPF, national chair PPFA Australia/New Zealand, will also report on experiences and classes at the PPFA Annual Conference in Anaheim, California.

4:00 pm - 5:00 pm

F5 Choosing the Right Matboard for Your Job

Sponsored by Megawood Larson-Juhl

Learn how matboard is made and the properties of the materials contained in them to help you select the right matboard for the job.

Speaker: Rob Markoff, CPF, Gallery Services

4:00 pm - 5:30 pm

F6 Preservation Mounting Techniques

Sponsored by Antons Moulding and Peterboro Matboards

Non-invasive, reversible techniques for preservation mounting paper items are covered, starting with the fundamentals of preparing and using Japanese hinges and starch paste. New and innovative hinge configurations are covered, as well as traditional techniques and materials. We will also discuss non-adhesive attachments that are not only protective, but cost-effective, such as edge supports; and direct contact overlays for dramatic float-mounted presentations.

Speaker: Jim Miller, MCPF, GCF, Artframe Inc.

4:00 pm - 5:30 pm

F7 Identifying and Mounting Works on Paper

To mount and frame paper-borne artwork appropriately we must be able to identify the media and substrate used. In this seminar we will: understand the materials used in the manufacture of paper; identify various mediums used in creating art on paper; examine the inherent problems associated with some media and determine how best to facilitate this in our choice of mounting method; discuss the various terms used to describe certain printing techniques; see how to implement reversible mounting procedures for all works on paper.

Speaker: June Andersen, GCF, The Framing School

PIEA Photo Imaging Education Association

2:00 p.m. - 4:45 p.m.

A1 Forensic Imaging Sessions

CCTV Casework - Current Forensic Identification Methodologies from Images

Speaker: Glenn Porter, University of Western Sydney

Forensic Considerations of CCTV as an Evidentiary Tool

Speaker: Gale Spring, RMIT University

Investigating the Application of Photoanthropometric Indices for Use in Facial Identification from CCTV Images

Speaker: Jodie Green, Australian Federal Police

Optical Enhancement of Physical Evidence

Speaker: Charles Crumlish, University of Western Sydney

Detection of Latent Blood Spatter Patterns at Arson

Scenes Using Reflected Infrared Photography

Speaker: Belinda Bastide, University of Western Sydney

The Photographic Preservation of Fingermarks from Cartridge Casings and Validation

Speaker: Robert Ebeyan, University of Western Sydney

6:00 p.m. - 7:00 p.m.
SD2

Industry Gathering (Café at rear of Hall 5)

Join fellow retailers and suppliers for a relaxing "wind down" to the day.

The Gold Tripod Award recognising the Best Retailer of the Year will be presented by the PICA President.

Plus presentation of PMA Future Leaders.

PMA

7:45 am - 8:45 am

200 Workshop Power

Explore how all forms of imaging workshops can grow your business and improve your profitability. What's the difference between a Workshop and a Class? You can charge a LOT more for a Workshop. Join Australia's Creative Photo Workshops and learn how you can run your own events, or partner for profit, and make a significant impact in your business with high revenue and community building events.

Speakers: Glynn Lavender and Shelton Muller, Creative Photo Workshops
Chairperson: Phil Gresham, Fotofast

8:45 am Morning Tea and Coffee

PMA GENERAL SESSION

9:00 am - 10:00 am

GS4 Why Cloud Computing

Sponsored by FUJIFILM Australia Pty Ltd.

FUJIFILM

Tony Armfield will take us through the evolution of Cloud computing and why businesses in every industry all over the world are moving to take advantage of all it has to offer. Tony is the MD of Salesforce.com Australia and a veteran of the IT industry, having held Executive positions with QAD and Computer Associates before joining Salesforce.com.

Speaker: Tony Armfield, Salesforce.com Australia.
Chairperson: Dave Marshall, FUJIFILM Australia Pty Ltd.

10:00 am - 5:00 pm Exhibition Open - All Welcome

PIEA Photo Imaging Education Association

10:00 a.m. - 12:40 p.m. Education and Imaging Sessions

A2 Don't Let That Wet Plate Dry

Speaker: Ellie Young, Gold Street Studios

Maxwell to Kodachrome

Speaker: Gene Bagdonas, National Film and Sound Archives

Internationalisation of the Bachelor of Photography: Curriculum strategy for developing students' competence in culturally diverse and international settings

Speaker: Earle Bridger, Qld College of Art, Griffith University

Industry Roundtable

This session will engage all participants in a discussion about what photo education should include, embrace, and/or acknowledge. An excellent time for the industry to have a say in the direction of photo education at all levels.

Chairperson: Lynette Zeeng, Swinburne University, PIEA Vice President

2:35 p.m. - 3:50 p.m. Education and Imaging Sessions

A3 Implementation of an Electronic Medical Record System and its Impact on Clinical Photography

Speaker: Danielle Edwards, Austin Health

Privacy, Is There Any?

Speaker: Greg Humphries, RMIT University

A Film to Digital Conversion for Ultraviolet Clinical Photography

Speaker: Peta Philp, Austin Health

4:15 pm - 5:15 pm

A4 PIEA Annual General Meeting

Evening with an Artist - All Welcome

5:30 pm - 6:30 pm

A5 Evening with an Artist: Murray Fredericks

Murray Fredericks is an established international landscape photographic artist who holds exhibitions of his prints in major contemporary art galleries. Murray is also commissioned by a large number of architectural, design, and editorial clients. He is a photographer of spaces, photographing subjects that are too big to light using conventional studio lighting. The resulting imagery is better than could ever be achieved by employing 'artificial' lighting. This does not mean that no lights are used, it simply means that the subjects are interpreted in their optimum state then photographic lighting is used to 'enhance', to powerfully tell the story.

Speaker: Murray Fredericks *Chairperson: Gale Spring, RMIT University*

PPFA Professional Picture Framers Association

8:30 am - 10:30 am

F8 The Lucrative Art of Selling Without Speaking

Sponsored by Megawood Larson-Juhl & GUNNAR Int'l

In today's market, you don't necessarily have to be a salesman to make the best sale. With customers ever more resistant to what they perceive as deceptive salespeople, there is an increasing need to utilise new methods and concepts for selling high-end custom framing. This class will cover how to use silent techniques such as body language and signage, as well as proven merchandising and display concepts, in order to make a sale. These methods can lead to a satisfied customer base that never feels like they've been "sold", creating long, lucrative relationships for your business.

Speaker: Jared Davis, MCPF, GCF, Sponsored by Megawood Larson-Juhl

9:00 am - 10:00 am

F9 Needle Art Framing, From A to Z

Sponsored by Antons Moulding & Peterboro Matboards

Learn about preservation framing of original textile artworks, as well as their unique preparation needs, such as cleaning and blocking. This PowerPoint session covers definitions, value and preservation considerations, substrate recommendations, glazing, protective features, client education, conservation treatment, and more. Preservation mounting instructions are included for lacing, pinning, Newberry, Tight Fit, and Direct Contact Overlay mounting using fine mesh fabrics or acrylic.

Speaker: Jim Miller, MCPF, GCF, Artframe Inc.

9:00 am - 10:30 am

F10 An Introduction to Framing Theory

This session will focus on why we frame things and the varying ways that picture frames interact with framed artworks. It will explain some lesser-known framing terms and will also look at how artists have used frames to negotiate physical and conceptual space for their artworks. Going beyond technical and historical perspectives, this presentation is guaranteed to push the way we think about framing to a new level.

Speaker: Ian Geraghty, Andersen Shaw & Associates

4:00 pm - 5:30 pm

F11 Framing Considerations for Digital Output

Sponsored by Megawood Larson-Juhl

Digital papers and ink sets have unique characteristics and special framing requirements. Learn how to properly handle, store and frame this new generation of media.

Speaker: Rob Markoff, CPF, Gallery Services

4:00 pm - 5:30 pm

F12 Non-Invasive Object Mounting

Sponsored by Antons Moulding and Peterboro Matboards

Are you confident in mounting objects securely and without damaging them? Learn how to construct non-invasive, reversible, and removable attachments for all sorts of three-dimensional objects. This session includes substrates and reinforcements, illustrations and detailed instructions for innovative object mounting with clear polyester film, formed rods, and fine mesh fabrics. Challenge Jim with your object-mounting questions, and see how these preservation techniques can work for you.

Speaker: Jim Miller, MCPF, GCF, Artframe Inc.

4:00 pm - 5:30 pm

F13 Design Fundamentals

Through a solid understanding of the components of good design, the framer can undertake the task of guiding the customer with confidence. This program will cover key factors in designing custom framing: artwork, suitability, colour, proportion, texture, structure, and design "rules."

Speaker: June Andersen, GCF, The Framing School



PSPA Professional School Photographers Association International

10:30 am - 11:30 pm

P1 The Secrets of School Photography

Sponsored by RGB Digital

School photography is a lucrative business and Paul Gilbert will show you the benefits of including it in your business plan. Paul will teach you the how to's of school photography, including your equipment choice, scheduling, photographing groups and singles, production, software solutions, and much more. Paul will talk about marketing and prospecting and the requirements of the various stakeholders. See how you can compete against the big operators and gain market share through your unique talents and offerings and get the information you need on how to build templates and create package and press products, all within Photoshop without the need for expensive software.

Speaker: Paul Gilbert, RGB Digital

11:45 am - 12:30 pm

P2 Annual General Membership Meeting

Our President, Paul Dawson will inform everyone of the changes that have occurred over the last 12 months. He will give a review of what happened at PSPA Las Vegas in February and where the organisation is headed in 2012. Paul will update you on the revised By-laws and Code of Ethics and discuss the accreditation process. He will update you on the government's National Student ID card and we will vote in new State Representatives. It is your chance to give your opinion on where and how you would like your organisation to be run.

12:30 pm - 1:30 pm

PL PSPA Luncheon

Sponsored by PMA/PSPA Associate Members

Meet with fellow school photographers over an informal lunch where we will mingle with PMA suppliers that specialise in school photography. Swap business cards and network with your fellow members. Must be in attendance at the AGM.

1:45 pm - 2:45 pm

P3 Five Minute Set-ups for Great School Portraits

Join Glynn Lavender and Shelton Muller as they discuss and demonstrate simple techniques for capturing consistent, quality school portraits using On and Off camera flash techniques. You will learn simple five-minute set-ups that ensure your images have that studio look each and every time, without the need to carry around a heap of gear.

Speakers: Glynn Lavender and Shelton Muller, Creative Photo Workshops

PSPA Stream 2

3:00 pm - 3:40 pm

P5 Plan to Change

Sponsored by BAMO Enterprises

The definition of business insanity: "Do the same thing the same way and expect a different result." This is an interactive workshop in which you will identify the core functions of your business, such as sales and marketing, human resource management, and photography. You will develop a time bound action plan to improve, grow, and introduce. For each core function, you will take away a call-to-action plan for the core functions of your business.

Speaker: Barry Moore, BAMO Enterprises

3:50 pm - 4:20 pm

P6 How to Play Golf Every Thursday

Sponsored by Hydro Photographics

Paul Dawson will show you how to get out of the grind of being in your business and show you how to be able to walk out any time and leave the staff in charge. He will show you how he established a Mission Statement, a Staff Organisational Chart, Job Descriptions, and an Operations Manual. He will run you through how to interview for a new position on your team and what weird tests he sets for potential employees. This is an amusing session on some classic stuff-ups in his 20 years in the photographic industry.

Speaker: Paul Dawson, Hydro Photographics

4:30 pm - 5:10 pm

P8 Performance Management Criteria

Sponsored by BAMO Enterprises

This is an interactive workshop session and the challenge is how to optimise measures to improve and sustain business advantages - The Unique Selling Proposal. What expectations do you have for your staff members' performance and standards in their job role? What expectations does your staff have for your personal performance and the company's? We will explore the responsibilities and accountability for all staff members by core function. Setting the standards, we will empower your staff to work with you on what it is they do and how well they should do it and by when. All attendees will take away performance management criteria for the key core functions of their business.

Speaker: Barry Moore, BAMO Enterprises



PSPA Stream 1

3:00 pm - 4:00 pm

P4 What Motivates People to Purchase

Sponsored by Nulab Professional Imaging

Michael Warshall will discuss how to develop a public image and the seven laws of success. He will not only help you develop nine areas in the effectiveness of your business, he will talk about how to price your work and also talk about perceived value. Michael will challenge the way you currently think and give you the answers to why people would want to buy from you.

Speaker: Michael Warshall, Creative Photo Workshops

4:15 pm - 5:15 pm

P7 Green Screen - How to Value Add to an Order

Sponsored by Timestone Software and Cliff Dykes Photography

Cliff Dykes will photograph a student with a Green Screen studio set-up and show you how to start with a green screen background and finish with endless possibilities. He will show you techniques on how to avoid spill and how to get the best results for a final print. Dino Apolito will then show you how to offer your customers choice and variety, how to add value to your products and increase profits. They will both show you how quickly and how easily it is to remove the background from hundreds or even thousands of images!

Speakers: Dino Apolito, Timestone Software; Cliff Dykes, Cliff Dykes Photography



PPFA Professional Picture Framers Association

8:30 am - 10:30 am

F14 Strip Lining and Stretching Canvas

Sponsored by Megawood Larson-Juhl

What do you do when a customer brings in a painting that has been removed from the stretcher and there is not enough selvage to re-stretch the painting? Strip lining using BEVA 371 film and 8XX polyester is the answer. Learn this valuable skill and how to use these materials. This class will also cover selecting the appropriate stretcher bars and the proper technique to stretch a variety of media including Giclees and Gallery Wraps.

Speaker: Rob Markoff, CPF, Gallery Services

9:00 am - 9:30 am Morning Tea and Coffee

PPFA Professional Picture Framers Association

9:00 am - 10:30 am

F15 Creative Shadowbox Enclosures

Sponsored by Antons Moulding and Peterboro Matboards

Are you making the most of your opportunities to sell shadowboxes? Expand your range to include innovative frame designs that open and reclose. This session includes barrel hinges, magnetic closures, and other useful assembly provisions. Learn how to build stacked or fitted frames using standard mouldings with no hinges or latches, such as The Slider and Slip Over styles, as well as Gravity Groove acrylic box frames that open and reclose. Sales tips and pricing advice are covered, as well.

Speaker: Jim Miller, MCPF, GCF, Artframe Inc.

9:00 am - 10:30 am

F16 Introduction to Framing

Designed for those wanting to know the fundamentals of picture framing. We follow the process from the very beginning to completion: liaising with the customer, colour and design, measuring the artwork, mounting the artwork, cutting and joining the frame, and fitting-up into the finished frame.

Speaker: June Andersen, GCF, The Framing School

10:00 am - 5:00 pm Exhibition Open – All Welcome

PPFA Professional Picture Framers Association

11:00 am - 12:30 pm

F17 Introduction to the CPF Exam

The Certified Picture Framer (CPF) designation is an internationally-recognised credential which recognises the skills and knowledge of a professional picture framer. This class will help explain the purpose and content of the exam, the benefits of certification, and the examination process itself. We will discuss recommended exam preparation materials and how a framer can prepare for the exam to maximise chances of success and how to maintain the CPF designation.

Speaker: Ormond Williams, MCPF, Ormond's Framing

4:00 pm - 5:30 pm

F18 Selling Artwork in Your Frame Shop

Sponsored by Megawood Larson-Juhl

Rob Markoff started his company as a picture frame shop 30 years ago. Then Barbara came into his life and convinced him that his business was too dependent on people bringing in things to frame and Barbara added artwork and art consultation services to their product mix. Now art and framing sales are the bulk of their product mix. Learn from this husband and wife team how adding art sales took their business to a whole new level.

Speaker: Rob Markoff, CPF, Gallery Services

4:00 pm - 5:30 pm

F19 Maximising Custom Framing Sales Through Design

Sponsored by Megawood Larson-Juhl

Learn ways that the custom framer can maximise each sale, by "wowing" their customers with design options. Using the elements of design, shape, line, texture, value, space, and proportion are valuable tools to enhance the art and please the customer. Analysing why a design works or doesn't work helps sharpen your sense of aesthetics, increasing your confidence, providing you with the practice of terminology, and expanding your design capabilities, which helps ensure increased sales.

Speaker: Stewart Harding, MCPF, GCF, Megawood Larson-Juhl

4:00 pm - 5:30 pm

F20 Winning Business Online – How the Internet Can Increase Your Sales

This session will focus on how to use the internet to increase sales and create new business.

Speaker: Tim Egerton, Marks & Co Pty Ltd

The Framing Show

PMA and PICA are proud to co-locate with The Framing Show, the leading framing event in Australia. With synergies emerging between framers and photo retailers, The Framing Show brings new exhibitors to the Imaging & Entertainment Expo to showcase a wide range of frames, equipment, mouldings, and more. Experienced industry leaders from the Professional Picture Framers Association (PPFA) will be on hand to explain things in terms that you can understand with a full series of sessions.

These engaging sessions feature renowned framing experts such as Rob Markoff, CPF; Jim Miller, MCPF, GCF; Jared Davis, MCPF, GCF; June Andersen, GCF; and others who will provide critical insight into best framing practices and best frame shop strategies. You can also sit for the Certified Picture Framer exam (CPF) or advance to become a Master Certified Picture Framer (MCPF). Capture new opportunities and find new product solutions when you explore The Framing Show.