



THE ART & FRAMING TRADE FAIR

EXHIBITION • SEMINARS • WORKSHOPS

ROYAL RANDWICK, SYDNEY

AUGUST 14-16, 2015

Central Sydney location with free onsite parking
Register online at www.theframingshow.com.au

ART & FRAME 2015

ROYAL RANDWICK, SYDNEY
AUGUST 14-16, 10-5PM DAILY

SEMINAR PROGRAM

Please note: Program is subject to change or amendment.

FRIDAY SESSIONS

FRIDAY 8.00 - 9.30 AM

WHAT CUSTOMERS WANT

Jared Davis

An important question for business owners today is “How do you sell without selling out?” With insight into the expectations of today’s retail customer, you can maximize sales without the need for high pressure tactics. Jared’s discussion will include ways of tapping into a customer’s true preferences by focusing on the emotional aspects of the customer experience. He’ll provide examples of existing framing businesses that have achieved success by steering toward a customer-focused method of selling. These before and after framing business transformations will illustrate how adapting your business to meet the expectations of today’s customer will help you attract and keep high value customers.



FRIDAY 8.00 - 9.30 AM

JOINING MOULDINGS AND FILLETS: PROBLEM SOLVING

June Andersen

In this session we will endeavor to resolve many of the problems associated with the cutting and joining of timber mouldings and fillets.

- Cutting equipment – pros and cons
- Underpinning equipment – pros and cons
- Alternative joining options – fastenings and adhesives
- Extending rebates
- Measuring, cutting and inserting fillets
- Techniques to overcome inconsistencies with moulding profiles
- Stacking frames
- Reinforcing and bracing finished frames

FRIDAY 10.00 - 11.30 AM

FRAMING WITH CONSERVATION IN MIND: COLLABORATING WITH CONSERVATORS

AICCM

Ever wondered what a conservator does? Where to find one?

This presentation hosted by Sophie Brown, a conservation framer of 20 years, invites three professional conservators from different specialisations - paper, textile and paintings. This is a chance to listen to what it is they do; ask questions and discuss information that could be invaluable to framers who receive an artwork that needs to be conserved prior to framing.

FRIDAY 10.00 - 11.30 AM

GROWING A SUSTAINABLE FRAME BUSINESS

Glen Vardy

This interactive session, led by the owner of Australia's largest retail framing business, challenges owners to look at where their businesses are today and provides them with tools and strategies to take those businesses to the next level. This session is designed to give frame store owners the insights they need to generate the income and lifestyle that originally propelled them to buy or start their own companies. Glenn will look at the key factors from the participants' perspective:

- What business are you really in?
- Presentation of your business premises
- Positioning of your business
- Pricing structure
- The importance of sales, marketing, and business processes
- Understanding the key metrics of your business

No longer can business owners wait for good times to return, a change of government, or a better economy. This is the new economy. Owners and managers must adapt and work within its constraints. The horizon is filled with more competition in the form of big box stores, online sales, and discount retailers. This session will prepare you with the tools and strategies you will need to prosper in this new business environment. Participants will discov-

er proven ideas and strategies to apply to their businesses immediately. Whether you're new to the custom framing business or have been in it for years, you will come away with insights you can put to work to make sure you're successful today— and in the future.

SATURDAY SESSIONS

SATURDAY 8.00 - 9.30 AM

GUERRILLA SELLING TECHNIQUES

Jared Davis

In this new class, Jared explores new and proven methods to effectively upsell higher value framing and to convert doubtful scenarios into profitable sales. By deciphering consumer psychology, Jared will discuss detailed techniques for handling challenging situations, such as dealing with quotes, overcoming price shock, closing the sale, and justifying a higher price than competitors. This session will also reveal helpful ideas that incorporate sales aids and displays that can help streamline and enhance your sales process. If you want to increase the value of each sale and have customers return for more—then this session is for you!

SATURDAY 8.00 - 9.30 AM

CREATIVE FRAME FINISHES

Profile Magazine

Have you always wanted to finish your own moulding and create unique frame designs that could set you apart from the crowd? Would you like to be able to offer your customers a design service that goes beyond the standard available mouldings and effects? This workshop will cover some of the simple techniques and materials that will help you create a range of hand finishes that can be achieved in any framing workshop. Finishes covered will include hand gilding, staining, waxing, painting and 'antique' or 'aged' finishes.

SATURDAY 10.00 - 11.30 AM

FOUR CORNERS OF A SALE

Glen Vardy

Selling is a profession. Your sales presentation should be a structured process, not just a presentation of great design with a random conversation. Four Corners to a Sale identifies the four critical

steps necessary to convert prospects into customers.

- Establishing rapport
- Questioning and information gathering
- The sales presentation
- The close

This process allows a framer to stay in control of the design presentation and increase conversion and average sale value. The often-neglected fifth corner is how to work your database of prospects and customers, looking at strategies and technologies that will help develop and nurture those relationships. This is a formal, structured sales process designed for retail framing led by Glenn Vardy, who owns Australia's largest retail framing business. The basis of the presentation is that it's not enough to be a competent picture framer with great design skills. This session is ideal for those new to the front counter or those who are experienced but want to increase their efficiency.

SATURDAY 10.00 - 11.30 AM

MOUNTING AND MATTING WORKS ON PAPER

June Andersen

In this seminar we will examine the many aspects and problems associated with framing works of art on paper.

Topics covered include:

- Paper types and characteristics
- Attachments and supports
- Mat board selection
- Making and installing spacers
- Overcoming problems
- Preservation requirements

SATURDAY 11.30 AM - 12.30 PM

MAT DECORATION AND DESIGN

Brian Wolf

No matter how the picture framing business continues to evolve, your ingenuity with matting will always set your business apart. Mat decoration takes many forms. Whether it is a three colour mat or an ornamental pen line, the computerized mat cutter makes it possible and profitable. We will explore many practical decorative additions that you could use every day – opening shapes, grooves, and pen work – through the processes in the Wizard software. You will see some easy touches and some ideas that use the drawing program. If you have a Wizard, bring your design questions. If you have a different machine, you will see ideas adaptable to any machine. If you are wondering about a computerized mat cutter in your shop, come and see the possibilities.

SUNDAY SESSIONS

SUNDAY 8.00 - 9.30 AM

MOUNTING AND MATTING WORKS ON PAPER

June Andersen

In this seminar we will examine the many aspects and problems associated with framing works of art on paper. Topics covered include:

- Paper types and characteristics
- Attachments and supports
- Mat board selection
- Making and installing spacers
- Overcoming problems
- Preservation requirements

SUNDAY 8.00 - 9.30 AM

INNOVATIVE MAT DESIGNS AND IDEAS FOR CMC'S

Jared Davis

With almost 20 years of experience working with CMC's, computerized matcutting pioneer Jared Davis, will share an exciting slideshow of ideas and concepts which creatively embrace CMC technology, and will inspire you to enhance your mat designs in new ways. This session will also include some "how to" tutorials including popular 3rd party CMC software such as Corel Draw, and also reveal some pioneering techniques for decorative gilding on matboard using genuine gold leaf, and a CMC pen tool.

SUNDAY 10.00 - 11.30 AM

APPROPRIATE DESIGNS AND ATTACHMENTS WHEN FRAMING TEXTILES AND OBJECTS

Cathy Webster

This discussion will look broadly at preparing the appropriate housing to display the intrinsic beauty and interest of art or artefacts while prolonging their life by securing them in a mechanically stable environment. Mounting techniques and design ideas will be demonstrated as time permits.

SUNDAY 10.00 - 11.30 AM

HAND GILDING FOR CONTEMPORARY FRAMING

Profile Magazine

While gilding has been practised as a specialist craft for centuries, there are simple and affordable methods today that can be learned by those with less experience, while still creating great results. This session will guide you through the steps involved in creating a unique hand gilded frame, including materials, techniques and the finishes that can be applied to create different tones, textures and 'antique' effects.

