

The Imaging & Digital Entertainment Association Presents...



THE DIGITAL SHOW

CONFERENCE PROGRAM

MELBOURNE CONVENTION & EXHIBITION CENTRE
24 - 27 MAY 2012

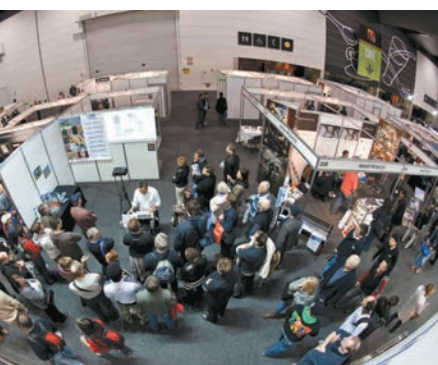


For more Information go to
www.pmaaustralia.com.au



Register Now

www.pmaaustralia.com.au



- 1 PMA Best Value Conference Pass \$295 member*/\$395 non-member**
Includes choice of ALL education sessions Thursday – Saturday, the Thursday luncheon and evening Sundowner, “Evening with an Artist” on Saturday, and admission to The Digital Show each day.
*MEMBER SPECIAL – Additional Best Value Conference Registrants...Just \$150 each!
(members only, must be on the same form)
- 2 PPFA Education Pass – \$99 member*/\$199 non-member**
With the PPFA Conference Pass, choose any PPFA session at no added cost. The pass also includes admission to the PMA General Sessions on Thursday and Friday, “Evening with an Artist” on Saturday, as well as The Digital Show each day.
- 3 PSPA Education Pass – \$199 member*/\$299 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 Thursday and Friday, “Evening with an Artist” on Saturday, as well as The Digital Show each day.
*MEMBER SPECIAL – Additional PSPA Education Pass registrants...Just \$99 each!
(members only, must be on the same form)
- 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 Thursday and Friday, “Evening with an Artist” on Saturday, as well as The Digital Show each day.
- 5 EXPO Only Badge – FREE**
Includes admission to The Digital Show each day, as well as choice of the PMA General Sessions on Thursday and Friday.
- 6 Thursday Evening Sundowner Tickets (a la carte pricing)**
The Thursday evening Sundowner is included with all Best Value Conference Passes. Other delegates and exhibitors may purchase Sundowner tickets for \$25 each.

***PMA Member Only Special** – Members use code **MemSave** to get additional passes for colleagues!

Badge and Ticket Mailings

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

Pre-registration Deadline: 3 May 2012

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, 24 May, at 8:00 a.m.



The Digital Show Hours

Friday 25 May	10.00 am – 5.00 pm (Trade Only)
Saturday 26 May	10.00 am – 5.00 pm (All Welcome)
Sunday 27 May	10.00 am – 5.00 pm (All Welcome)

Contact Us

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

PMA Australia

Unit 9/14 Frenchs Forest Road, Frenchs Forest,
NSW 2086, Australia
Tel: +61-02-9454-2444
Fax: +61-02-9454-2454
Email: pmaaustralia@pmai.org

For hotel accommodation, please contact our travel partner

The Lido Group
Toll Free: 1800 817339
Book Online: www.pmaaustralia.com.au

SHOW INTRODUCTION



The Digital Show in Melbourne this year will be the place to be for digital imaging professionals from all walks of life.

Featuring more products, more services, more education and, more importantly, the opportunity to make new networking connections, more critical to the future of your business than it has ever been before. The Digital Conference by DIMA will be a unique experience, to help you find new markets and new ways to approach business, so necessary to stay relevant to your customers.

With the considerable changes that have happened over the past couple of years, we are proud to present to you what we believe to be a most powerful program for imaging professionals. On behalf of PMA Australia, I invite you to make plans now to join us in Melbourne.

Phil Gresham, PMA Australia Chairperson

At this industry turning point, the inaugural **The Digital Show** is a must-see event. See for yourself how our industry moves to embrace convergent technologies and promote our industry sector, while still remaining true to its traditional business-to-business base.

The exhibitors participating in this bold new experiment are dedicated to supporting retail and to helping the local industry remain competitive in a global market. The exhibitors participating on the show floor are also directly financially supporting PMA in Australia. So don't miss out on the opportunity to come and say hi to our industry faithful.

Peter Rose, PMA Director of Australian Activities

THURSDAY 24th May 2012 The Digital Conference

Registration Opens 8:00am

9:00 am – 9:30 am Morning Tea

PMA GENERAL SESSION

9:45 am

CONVENTION WELCOME

Speaker: **Jim Esp**, Executive Director, PMA International

10:00 am – 11:20 am

GS1 GENERAL SESSION: DIGITAL STORYTELLING BY PIXAR ANIMATION STUDIOS FILMMAKER, A.J. RIEBLI.

Join AJ for laughs and lore as he provides a peek into Pixar Animation Studio's Digital Backlot. AJ will take you behind the scenes of Pixar's latest original Oscar-nominated short film, "La Luna." He will delve into the production process, technology and the heart of what makes great digital storytelling. This event will mark the Australian debut of "La Luna," opening in front of Pixar's newest feature film, "Brave" in Australia on June 21, 2012. AJ is honoured to share his 15-year Pixar journey with everyone during this presentation at The Digital Show.

Speaker: **A.J. Riebli**,
Pixar Animation Studios
Chairperson:
Katherine Singson, IDEA

Sponsored by:



IMAGING & DIGITAL ENTERTAINMENT ASSOCIATION

DIMA Digital Imaging Marketing Association

11:30 am – 12:30 pm

E1 RETAIL GLOBAL TRENDS AND OUR FUTURE

What are international retail trends telling us about future consumer buying behaviour?

Speakers: **Gary Lamb**, GfK Australia;
John Swainston, Maxwell International Aust. Pty. Ltd.
Chairperson: **Nic Peasley**, Teds Camera Stores

E2 THE RETAIL LANDSCAPE TODAY

This session will help you learn how to manage the current situation with your team. Learn how to get the best out of team members by understanding and motivating them. Stay competitive in this rapidly changing arena as you learn how to effectively prepare.

Speakers: **Juanita Meill**, The Friedman Group
Chairperson: **Paul Shearer**, Camera House - Raleru Ltd

12:30 pm – 1:15 pm Lunch



Jim Esp



A.J. Riebli



Juanita Meill



Gary Lamb



THURSDAY 24th May 2012

The Digital Conference

Registration Opens 8:00am



DIMA Digital Imaging Marketing Association

1:15 pm – 2:20 pm

E3 DESIGNING, DEVELOPING AND MANAGING A TRULY MEMORABLE EXPERIENCE FOR SHOPPERS

The bricks and mortar of most physical retail environments offer one dramatic discount after another. For most retailers, this is not sustainable. Learn how to create positive memorable experiences and an exceptional brand for your customers. Explore the design philosophy and execution that's instrumental in moving customers through a valuable retail experience.

Speaker: Robbie Robertson, e2

Chairperson: John Ralph, John Ralph's Camera House

E4 CREATING PROFITS FROM PRINTING BOTH NOW AND INTO THE IMMEDIATE FUTURE

Learn how to increase your revenue and profitability from prints. While there are many facets to this complex area, there are profits to be made from diligence and knowledge.

Speaker: Michael Marshall, Nulab Professional Imaging

Chairperson: Alan Logue, Hutt Street Photos

2:30 pm – 3:30 pm

E5 TO BRAND OR NOT TO BRAND: LEARN HOW TO CREATE A MEMORABLE BRAND

Understand what a brand is and how different brands influence **who** purchases and **how** they buy. This session will take you through all the facets of a great brand from logo design, marketing, in-store experiences and service, and customer perception. If your only retail strategy is to compete on price, then branding is probably not working for you.

Speaker: Stephen Rinaldo, Rubicon Retail

Chairperson: John Paxton, Paxtons Photographic Pty Ltd

E6 THE BUSINESS OF SOCIAL MEDIA

This session will help you utilise today's social media revolution to sell and communicate to your customers. Learn to create and capitalise on a successful social media marketing campaign.

Speaker: Paul Atkins, Atkins Technicolor

Chairperson: Andrew Mason, Photo Continental

3:30 pm Afternoon Tea



Robbie Robertson



Phil Gresham



DIMA Digital Imaging Marketing Association

3:50 pm – 4:50 pm

E7 MANAGING YOUR WEB CONTENT SUCCESSFULLY

Learn five secrets to improving productivity and maximising your investment on the web.

Speakers: Anthony Milner, Elcom Technology

Chairperson: Sina Clayton, Camera Action Pty Ltd

E8 DATABASE MARKETING AND TURNING EDUCATION INTO SALES BOTH LOCALLY AND ABROAD

Speakers: Phil Gresham, Fotofast; Glynn Lavender, Creative Photo Workshops

Chairperson: Sharon McKissock, Digital Camera Warehouse

5:00 pm – 6:00 pm

E9 COMPETING SUCCESSFULLY WITH ONLINE STORES

How can retailers leverage the growing number of customers browsing in-store then shopping online? Chris Wilkinson, Managing Director of Business Strategists, First Retail, explores the impact of e-commerce on traditional stores and how retailers can fight back successfully. Chris will draw from his work across a wide range of categories to demonstrate trends, risks and opportunity for the photo sector.

Speaker: Chris Wilkinson, First Retail

Panel: Phil Gresham, Fotofast; Phil Hugron, Dakis;

Nic Peasley, Ted's Camera Stores;

John Swainston, Maxwell International Australia Pty. Ltd.

Chairperson: Paul Atkins, Atkins Technicolor

E10 UNDERSTANDING THE DIGITAL ONLINE SPACE IN TODAY'S MARKET IS IMPERATIVE TO YOUR BUSINESS

This session looks at how to maximise website potential, resulting in increased sales, how to build customer loyalty, track and measure online space, and how to stand out amongst competitors. Topics covered include:

- New technologies that will transform mobile communications and imaging in the near future
- Latest features and trends of smart phones and their never-ending apps
- Exciting innovations in the next generation of camera phones
- QR codes – a new fad or a powerful tool for your business

Speaker: Darren Vowles, ReachLocal Australia

Chairperson: Murray Gibbs, Gerry Gibbs Camera House

6.00 pm – 7.00pm Sundowner



Chris Wilkinson



Anthony Milner



Darren Vowles

FRIDAY 25 May 2012

The Digital Conference

Registration Opens 7:00 am



8:00 am – 8:30 am Morning Tea

DIMA Digital Imaging Marketing Association

8:30 am – 9:30 am

E11 UNLEASHING THE POWER OF SOCIAL MEDIA INCLUDING FACEBOOK, TWITTER, AND MOBILE MARKETING

Facebook and Twitter's role in the future of your business.

Speaker: David Warwick, bwired

Chairperson: Phil Gresham, Fotofast

PMA GENERAL SESSION

8:30 am – 9:30 am

GS2 GENERAL SESSION DIGITAL FUTURES BY FUTURTAINTMENT AUTHOR, MIKE WALSH

Global nomad and futurist Mike Walsh will deliver a fast paced tour of the latest digital trends that will forever change the way you think about media, marketing and entertainment. With real life stories of disruptive innovation from emerging markets, glimpses of radical technologies, and a unique cinematic presentation format - prepare for a very different picture of what tomorrow might bring.

Speaker: Mike Walsh, Tomorrow.

Chairperson: Dave Marshall,

Fujifilm Australia Pty Ltd

Sponsored by:



IMAGING & DIGITAL ENTERTAINMENT ASSOCIATION

9:40 am – 10:40 am

GS3 GENERAL SESSION WINNING OVER THE EMPOWERED CONSUMER

Why Trust Matters Presentation Overview: New research shows consumers are embracing technology throughout the shopping process and seeking out enhanced shopping experiences including better product selection, service and convenience. Retailers need to explore every available option to harness these demands and create a new generation of brand fanatics.

How can retailers and consumer products companies create brand fanatics among today's knowledgeable, dynamic and empowered consumers? IBM surveyed over 30,000 consumers in 15 countries - with over 3000 of them from Australia. Join this insightful session to learn how you can apply the answers.

Speaker: Stephen Shaw, IBM

Chairperson: Tim Jones, Perfect Prints

PMA GENERAL SESSION

12:00 pm – 1:30 pm

GS4 DIGITAL LIFESTYLE PRESENTED BY THE DIRECTOR OF CONSUMER FOR MICROSOFT, DAVID MCLEAN

David will share his passion for living a connected digital lifestyle. Having launched and built the Xbox brand in Australia and with responsibility for Microsoft's consumer experiences, David's breadth of knowledge will inspire and inform you of the possibilities, both now and in the future. David's diverse background and eclectic taste will show you how digital experiences can enrich people's lives. He is working to realise and share his connected entertainment vision wherein it becomes second nature for people to access photos, video, music, games and any other content they wish through any screen they wish, no matter where they are.

Speaker: David McLean,

Microsoft Australia

Chairperson:

Katherine Singson, IDEA

Sponsored by:



IMAGING & DIGITAL ENTERTAINMENT ASSOCIATION

PMA GENERAL SESSION

Repeat of
Session GS1

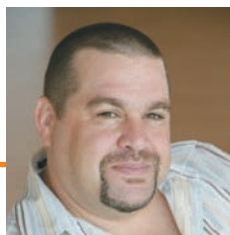
5:00 pm – 6:20 pm

GS5 DIGITAL STORYTELLING BY PIXAR ANIMATION STUDIOS FILMMAKER, A.J. RIEBLI.

Join AJ for laughs and lore as he provides a peek into Pixar Animation Studio's Digital Backlot. AJ will take you behind the scenes of Pixar's latest original Oscar-nominated short film, "La Luna." He will delve into the production process, technology and the heart of what makes great digital storytelling. This event will mark the Australian debut of "La Luna," opening in front of Pixar's newest feature film, "Brave" in Australia on June 21, 2012. AJ is honoured to share his 15-year Pixar journey with everyone during this presentation at The Digital Show.

Speaker: A.J. Riebli, Pixar Animation Studios

Chairperson: Katherine Singson, IDEA



A.J. Riebli

Sponsored by:



IMAGING & DIGITAL ENTERTAINMENT ASSOCIATION

10:00 am – 5:00 pm The 2012 Digital Show





8:00 am Morning Tea

PIEA Photo Imaging Education Association

9:00 am

A1 PHOTOJOURNALISM EDUCATION AT GRIFFITH UNIVERSITY: Taught through national and international intensive mode field trips

"Storytelling is one of the oldest and most respected of human endeavors— what we know of ourselves and others comes through the stories we tell. Visual storytelling allows us to communicate in ways that cannot be conveyed through other media. In this degree program you will be introduced to the craft, politics and philosophy of such storytelling."

(Griffith University Photojournalism Major intro.)

University photography courses can be taught in a lecture room, computer laboratory, or photographic studio but Photojournalism is best taught in the field with students helping to tell real stories about people in need. The visual outcomes, if used correctly, can have a positive benefit for both the subject and the photographer. This presentation will provide case studies of photojournalism projects that have been undertaken by Queensland College of Art students in a range of local and off-shore locations.

Speaker: Earle Bridger, Griffith University

9:50 am

A2 WHO INVENTED PHOTOGRAPHY?

Beaumont Newhall, in his book "Latent Image – The Discovery of Photography", remarked, "Photography has no one inventor." However, there has been general acceptance that Joseph Nicéphore Niépce created the first "extant" photograph c.1826. But sometimes history throws up some uncertainties, conundrums, mysteries and more than a few questions.

Historical references to the discovery of photography dating from the late 19th and early 20th Centuries have indicated that there are some 24 claimants to the invention of photography, maybe more. But they all couldn't be the inventor of photography. Or could they? Simultaneous discovery? Or is it a case of, claiming an invention after the fact?

This session tells the story of the historical possibilities, the claimants, the connections, the successful, the failures, so you hopefully come away with a better understanding of photography's heritage.

Speaker: Gene Bagdonas

11:40 am – 11:20 pm Break

PIEA Photo Imaging Education Association

11:20 am

A3 THE HANDMADE PHOTOGRAPH

As the world speeds up and mass production controls our choices there is an increasing desire for hands-on creativity and handmade objects. This includes the handmade photograph. In 2000, Goldstreet Studios offered 5 workshops. In the year 2012, more than 40 different workshops will be on offer.

Speaker: Ellie Young, Goldstreet Studios

12:00 noon – 1:30 pm Break



PIEA Photo Imaging Education Association

1:30 pm

A4 AN INTRODUCTION TO COLOUR MANAGEMENT FOR STILL PHOTOGRAPHY

One of the biggest obstacles that photographers face is achieving the desired colour balance and tonality in a consistent and controllable way. We would all like to achieve predictable results first time, every time whether it be for printing or for the web. This session will demystify some of the basic principles of colour management.

Speaker: Jim McFarlane, Decent Exposure

2:00 pm

A5 FLICKRING OVER AND PRESSING ON (Using social networks for peer assessment and building skills)

Social networks play an important role in education to effectively, engage, excite and inform student learning. This presentation will explain how Flickr and Wordpress are being used to assist technical knowledge, encourage peer review and improve visual literacy. How large cohorts of students stay connected, are exposed to worldwide trends in photography and design and can develop a professional profile for their future.

Speaker, Lynette Zeeng, Education Development Officer and Lecturer Photography, Swinburne University of Technology, Victoria, Australia

2:30 pm

A6 UNPACKING PHOTOGRAPHY TRAINING

In the Vocational Education Sector (VET), photographic education is delivered via an Approved Training Package. The new Diploma of Photoimaging was recently released. Follow the process of adapting and rolling out a new course according to the packaging rules, gaining subsequent industry endorsement and regulatory accreditation.

Speaker: Clive Hutchison, CATC

3:00 pm – 3:40 pm Break

PIEA Photo Imaging Education Association

3:40 – 4:30 pm

AA PIEA AGM

PIEA Photo Imaging Education Association

4:30 – 5:20 pm

A7 INDUSTRY ROUNDTABLE

Chairperson: Lynette Zeeng, PIEA President





8:00 am COFFEE MEETING

PSPA Professional School Photographers Association International

8:15 am – 9:00 am

P1 OBLIGATIONS OF A SCHOOL PHOTOGRAPHER

David Good has been involved in the photographic industry for 40 years and has witnessed many changes to school photography. He is the founder of MSP Photography, a very successful school photography franchise group in Australia. School photography is a volume business and can be successful and profitable if you adhere to proven systems and procedures. David will share some of his experiences in the development of the MSP Photography franchise and identify business and personal obligations photographers must meet to succeed in this very competitive market.

Speaker: David Good, MSP Photography

Sponsored by MSP Photography www.msp.com.au

9:00 am – 9:30 am

P2 IMPROVING YOUR WORKFLOW WITH CUSTOM-MADE SOFTWARE

Learn how to increase your workflow with cutting-edge imaging software for school and sports photographers.

Speaker: Dino Apolito,

Sponsored by Timestone Software www.timestone.com.au

9:45 am – 10:30 am

P3 PRINTING YOUR SCHOOL PHOTOGRAPHS

The question is still "wet or dry," but a new game-changing state-of-the-art minilab has arrived on the scene. This compact minilab has an array of features designed to enhance efficiency. Learn how easy and affordable it can be to produce duplex prints, which can easily be made into photo books, allowing you to tap into a lucrative market. Also, produce stunning greeting cards, photo calendars and other popular personalised photo goods. Stuart will run through costs on printing your own school photographs.

Speaker: Stuart Holmes,

Sponsored by Independent Photo Supplies www.iphoto.net.au

10:30 am – 11:15 am

P4 THE WHY AND HOW OF TAKING YOUR PHOTOGRAPHY BUSINESS ONLINE

Explore the benefits, pitfalls and hurdles of using the web as a viable sales channel for your photography business. PhotoMerchant was established in September 2007. Their goal is to provide photographers with the tools they need to manage their photography business on the Internet. They achieve this by providing intelligence in the areas of business and financial management, offering a range of tools to aid in sales, marketing and increased productivity, engaging with their customers, partners and industry practitioners to integrate best practice principles into a sustainable workflow, and by using their professional experiences in web production and internet marketing to aid their customers professional goals.

Speaker: Elmar Platzer,

Sponsored by Photomerchant www.photomerchant.com.au

PSPA Professional School Photographers Association International

11:30 am – 12:15 am

P5 THE FUTURE OF YOUR BUSINESS AND MAKING YOURSELF DIFFERENT

Michael Marshall's reputation as one of the worlds leading Portrait and Wedding Photographers is well known. He has for many years been an appointed judge for the National Print awards of the Australian Institute of Professional Photography: A.I.P.P. (in which he is a Master of Photography and a Fellow). He has been invited to share his vast knowledge of Photography and Business Techniques with other professionals at seminars in Australia and overseas, exchanging ideas with the world's best and finest.

Michael will discuss where he sees the industry going and help you with some great ideas to help develop your business. Michael will challenge the way you currently think and give you the answers to why people would want to buy from you.

Speaker: Michael Marshall, Sponsored by NULAB Professional Imaging. www.nulab.com.au

12:30 pm – 2:30 pm

P6 PSPA ANNUAL GENERAL MEETING AND LUNCHEON

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. PSPA's National Chairperson, Paul Dawson will inform everyone of the changes and the correspondence that have occurred over the last 12 months. He will give a review of what happened at PSPA Las Vegas in February and where PSPA is headed in 2013. You will get to discuss and vote on any changes that are needed in the By-laws and Code of Ethics and discuss the new accreditation process. It is your chance to give your opinion on where and how you would like your organisation to be run.

Sponsored by KODAK Professional

*(Must be pre-booked to get lunch
– PSPA MEMBERS ONLY)*

Kodak Professional
Imaging Solutions

2:45 pm – 3:30 pm

P7 SELLING, GOAL SETTING, BUDGETS AND TRAINING

What's new, what is happening on the local scene with new products and why is it that something new is always approached with far more enthusiasm than what you make your bread and butter from? You always walk away from Barry's seminars with solutions.

Barry Moore's experience and expertise have been gained on 'both sides of the fence' as a business owner and as a senior manager. Barry is well known in the imaging industry both in Australia and overseas – he has presented at industry events in the UK, France and the USA.

Barry and his wife Chris founded Fotomakers Australia, which grew to become the largest school photography business in Australia, with offices in Cairns, Townsville, Newcastle, Adelaide and Perth.

Speaker: Barry Moore, Sponsored by BAMO Enterprises www.barrymoore.com.au

10:00 am – 5:00 pm The 2012 Digital Show





8:00 am Morning Tea

PPFA Professional Picture Framers Association

9:00 am – 11:00 am

F1 SUPERCHARGING YOUR SOCIAL MEDIA.

This session will explore the use of social media in business today. The focus will be on Business Pages for Facebook and Google Plus. Discover how you can increase your social reach and your Google search ranking through easy to implement social media strategies. Social Media is not a fad it's a revolution. Is your business taking advantage of the revolution?

The pricing is applicable to Picture Framers only, while the Social Media is applicable to any business.

Speaker: Chris Maher, IT Bandwagon.

11:00 am – 12:30pm

F2 DEFINING THE EDGE: PICTURE FRAMES AT THE NATIONAL GALLERY OF VICTORIA.

This presentation will look at the work on the collection of frames at the NGV over the past 25 years. What ideas sit behind the program and what does it tell us about the collection as a resource for people interested in frames?

Speaker: John Payne, National Gallery of Victoria

12:30pm – 2:00 pm LUNCH

2:00 pm – 4:00 pm

F3 PRINTING & FRAMING DIGITAL IMAGES.

Defining a digital print: Inkjet printers: Monitor calibration devices: Optimising the image - exposure, resolution and sharpening: Properties of paper and inks: Using paper profiles: Selecting the appropriate mounting techniques and framing materials

Speaker: June Andersen, The Framing School

4:00 pm – 5:00 pm

F4 PRICING FOR CUSTOM PICTURE FRAMERS

An examination of the principles and metrics underpinning the determination of setting a retail price for the production of custom picture framing. This session will explore alternative pricing models and technologies.

Speaker: Chris Maher, IT Bandwagon.

PPFA Conference Sponsored by

EPSON
EXCEED YOUR VISION

PSPA Professional School Photographers Association International

3:45 pm – 5:15 pm

P8 THE EMOTIONAL SALE WITH LEE AND LORNA ANDRIKOPOULOS

What is the emotional sale? People buy emotionally. It makes sense to sell emotionally. Photographers sell an emotional product. Learn how to educate your clients to increase your average sale. How do you reduce customer negotiation and deal with objections? What are your goods really worth? The emotional sale opens up a whole new world of growth for professional photographers. Instinctive desires range of products and services help you adopt and benefit with The Emotional Sale concept

*Speakers: Lee and Lorna Andrikopoulos,
Sponsored by Instinctive Desires*

www.instinctivedesires.com.au



EVENING WITH AN ARTIST

6:00 pm – 7:30 pm

E12 EVENING WITH AN ARTIST: STEVE PARISH AND DARRAN LEAL

An incredible opportunity to spend quality time with two world leaders in Travel and Nature Photography: Steve Parish and Darran Leal.

Steve Parish talks about the need to harness your photographic passion and direct it to gain maximum results. You might be a good photographer, but how do you maximise this talent? Could you be doing better?

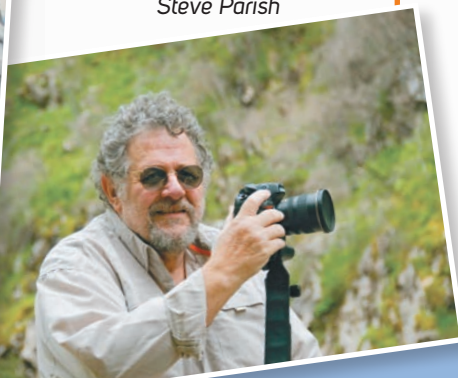
Darran Leal covers the diverse world of travel photography. Top tips and techniques from domestic travel to exotic international destinations.

Both Darran and Steve will be showing a diverse range of amazing images – from stunning landscapes in Australia, to incredible wildlife of Africa, culture, creative, and so much more. Suits all photo interests, or those that love exploring our natural world and are keen to learn how professionals capture their unique imagery and how they make a living from their passion in this modern competitive age.

Chairperson: **Jeff Crowley**, Fujifilm Australia Pty Ltd



Darren Leal



Steve Parish