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IPI takes 'Breakthrough Conference' online

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The [IPI Breakthrough Conference](#) for 2020 will be 'virtual', from August 23-26, providing a perfect opportunity for local retailers to find out what all the fuss is about without the expense of the trip to Las Vegas.

The conference, which is free for IPI members and their staff to participate in, will help retailers grow their business through a variety of interactive virtual sessions including: Small Business Success, Film Processing Opportunities, Social Media Marketing Tips, a Google Ads How-To, Advanced B2B, Pro-Lab Group Discussion, Wedding Market Success, Sublimation Best Practices, and much, more!

IPI held off as long as possible before deciding to 'go virtual'. Nevada state authorities have banned conferences of more than 250 people until further notice, and besides which, 'many businesses will be unable to travel this year, due to government restrictions, staffing issues, financial reasons and health concerns.'

'We are encouraging people to join IPI prior to IPIC so that they can attend,' Brenda DiVincenzo, IPI's VP for Member Success told *Inside Imaging*. 'International memberships also include access to the Marketing Solutions Program.'



For more information talk to your local rep at iPhoto Aust., or check out the International Members Web page at: https://www.iphoto.net.au/topic/IPS_B_IPI

IPI, established in 1982, has a global membership of 450 members in the US, Canada, Australia, NZ and the UK, representing 600 retail locations. The IPI Marketing Solutions Program (MSP) referred to above is the palette of proven marketing tools and strategies IPI supplies to members – ‘similar to what you might expect from an advertising agency but with a specific focus on our unique industry.’

The MSP package consists of email marketing, social media management and digital signage options. Retailers can pick and chose the elements which are pertinent to their own businesses and all content is exclusive to IPI members. Over the past few years IPI has developed a rich and unparalleled menu of online promotional and print services content which takes nine-tenths of the time and labour costs of a ‘do-it-yourself’ approach. (Or maybe one-tenth more than the cost than doing nothing because of competing priorities!)

IPI will even handle email marketing campaigns and social media marketing for members via the complementary Managed Marketing Service (MSS) program.

For more on the IPI MSP and MMS programs, [click here](#).



Some of the Australian contingent at IPIC 2019.

The IPI conference is unequivocally rewarding. Even though at *Inside Imaging* we run a publishing business rather than a photo retailing business, lessons learned at IPIC on improving our website and newsletters have proven invaluable. It’s no co-incidence that some of the most successful Australian retailers attend the annual IPI conference regularly.

‘Out of adversity, comes opportunity,’ said Stuart Holmes, managing director of IPI’s Australian and New Zealand affiliate, iPhoto. ‘In these troubled times that impact not only our business, our families and even our own lives, an international photo industry-specific interactive virtual conference, custom-designed for growing your business during the Covid-19 “era” is just an incredibly worthwhile opportunity!’

Learn from some of the most talented and successful experts on how to strengthen your skills, market your services and operate a profitable business. Beginner, intermediate and advanced training is offered on specific topics for every member of your team. There's something for every type of member business.

'We are beyond excited to host you virtually for IPI Breakthrough, packed with all the amazing things that an in-person IPI has to offer! (OK, well you might have to provide your own refreshments, pool and bowling alley!),' IPI wrote to members announcing the conference.

While events like the 'Virtual Beer Bar' Networking session at 9am Eastern Standard time might be a little out of synch with Australian and New Zealand body clocks, all education sessions and workshops will be recorded and archived.

One of the advantages of holding IPI Breakthrough as a virtual event is that all of staff can have access to education and workshop sessions.

There is plenty of pre-IPI training available for participants so they can fully enjoy all the interactive features of the new, virtual conference format.

'We have heard incredible stories of members, other clients of Supplying Partners and businesses in similar industries pivoting and adapting to the current restrictive environment,' noted IPI.

'In addition to IPI Breakthrough, we will be providing regular online + interactive education, networking and buying opportunities over the next 15 months, until we can meet again in person.'

'Everything we produce will be focused on you learning from each other's stories of success as you plan for a bright future. Our content will reflect your needs for thriving within this uncharted business environment.'

For more on the IPI Breakthrough Conference, [click here](#).

Virtual IPI 2020



2 Comments