

IPI attracts local contingent

July 6, 2015

The IPI International Print + Imaging Conference (IPIC 2015) taking place in Las Vegas July will have a healthy contingent of representatives from Australia and New Zealand eager to network with colleagues from around the world and learn from best practice retailers in a range of categories.

Among those attending this year are Paul Shearer, general manager, Camera House, and Camera House members Nigel Roper and Louise Miller. (All Camera House members have IPI membership, as part of an arrangement negotiated by local IPI affiliate, Independent Photo.)

Carly Michael (Michael's CVD) will head up one of the 50+ sessions, and she will discuss the resurgence of film-based photography.

Another two attendees are Alan Logue (Hutt Street Photos, Adelaide) and Jill Boswell (Snapshot Cameras, Hamilton, NZ). *Photo Counter* asked them both what they hoped to gain from taking a week away from their businesses to be at IPIC:

Jill Boswell – currently in the process of moving Snapshot Cameras to larger, better located premises – said she is particularly looking forward to the launching of IPI's 'Vision Project – a new photo retail business model designed for today'.

'Rather than compete with mobile phones we have decided to embrace the technology in our new store,' said Jill. 'This the perfect opportunity to mix with like-minded retailers to see how they are embracing mobile technology'.

IPIC 2015 will also provide Jill with opportunities to hear and see what works for others in the areas of education and printing solutions.

And from Alan Logue, writing from Los Angeles: 'Our main aim is to see what is new in marketing (I've already seen some interesting stuff here in LA) and to see the new marketing solutions plan which has been updated.

'I'm not sure about new products (but I'll be looking) but the simple thing of being able to talk to other like-minded retailers will make it worthwhile.

'I'm not so naive as to think we know it all, and I suspect that we will be picking up ideas on new services that we can integrate into the offers we already have.

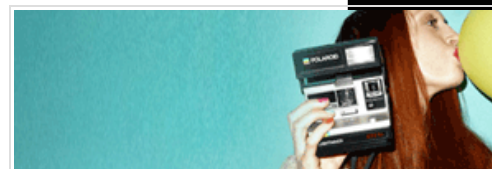
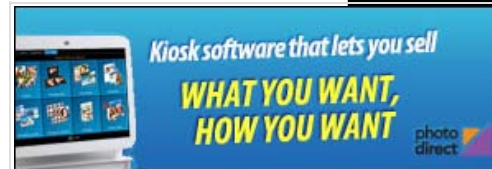
'We are doing tons of photo, neg and slides and scanning them to discs – I'm looking



— This year's IPIC will be held at the Green Valley Ranch complex in Las Vegas.



— Australian conference goes at IPIC 2014.



scans.

'I'm looking for ways to improve our video to DVD services, and offer more.

'Beers and drinks and meals will also be a great way for sussing out other little things that we can improve,' he added.

IPIC 2015's Australian and New Zealand attendees:

Jill Boswell

Snapshot Cameras (NZ)

Paul Gilbert

RGB Digital

Stuart Holmes

Independent Photographic Supplies

Cameron Levett

Michaels Camera Video Digital

Alan Logue

Hutt Street Photos

Catherine Logue

Hutt Street Photos

Carly Michael

Michaels Camera Video Digital

Louise Miller

Griffith Camera House

Bruno Polito

Independent Photographic Supplies

Nigel Roper

Camera House

Paul Shearer

Camera House

David Slade

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