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IPIC 2021 – be virtually there

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While the annual **IPIC International Print and Imaging Conference** will take place once again this year in Las Vegas, July 11-15, Australians and New Zealanders will be constrained to take part online only, as international travel restrictions continue through the year.

The IPIC organisers have anticipated a reluctance or inability to travel from overseas and, using the skills developed during last years all-virtual conference, have made this year a hybrid live/virtual event.

‘Online attendees will be able to livestream sessions, tune in for live broadcasts from multiple activities, watch live demos from the Expo floor, meet up virtually with other participants and meet face-to-face with vendors through 1:1 video chat,’ IPIC explains. ‘This is a great way to include your entire team!’

This year the event will take place at the Red Rock Resort, Las Vegas. While the specifics of keynote

IPIC INTERNATIONAL
PRINT + IMAGING
CONFERENCE



speakers and seminar sessions aren't available as yet, the format for the event follows on the well-honed model of previous years, with a general session starting off the day and multiple 'Live Learning' and 'University Breakout' sessions through the day.

The IPIC conference ranges wide – from the online skills and tools which have become even more critical through and after the Covid pandemic, through to generating revenue via printing services – especially B2B print services opportunities.

IPI has an internationally unmatched Marketing Services Program which delivers retailers and labs all the collateral they need to run a yearly program of online promotions, and the annual IPIC conference is generally the platform for new initiatives within the program to be rolled out for the next year.

IPI connects an international family of passionate and determined independent business owners that embrace a culture of sharing. IPI is the marketing team, educator, networking hub and business consultant for the world of digital, print, photo, signage, graphics and art.

There are currently 600+ members with 800+ storefront locations in the United States, Australia, New Zealand, Canada, South Africa and the United Kingdom.

Access to the massive library of marketing collateral, such as the Mothers Day poster artwork above, is worth more than cost of the membership subscription in itself. Everything else is a bonus!

In appointing Independent Photo (iPhoto) as their exclusive partner for the Australian and New Zealand Markets, the IPI group has undertaken the creation of marketing packages which are tailored to and seasonally relevant for the Australian and New Zealand marketplaces.

IPI International Membership benefits include:

- Above all for Australian and New Zealand members, the Marketing Service Program provides the kind of creative marketing collateral larger retailers would source at great expense from a full-service advertising agency. It includes creative artwork, brand identity, direct marketing, strategic and guerrilla marketing, graphic design, PR kits, and marketing education;
- Access to the informative & interactive Members-only IPI website, updated daily;
- Access to Members-only technical & marketing Forum, with 24/ 7 member-to-member networking
- Regular topical e-NEWS & notices of important information, e-mailed to members;

- Regular educational webinars, recorded and archived;
- Invitation to the annual IPIC Conference & Trade Show in the US (albeit virtually this year).

Dakis Connectivity: IPI also has a well-established relationship with Dakis online photo retailing software (exclusively distributed in Australia and New Zealand by iPhoto) which opens up yet more access to online print and marketing collateral which can be customised to individual retailers' needs.

In the Covid era, online marketing has never been more important

While IPIC 2021 is a jet flight too far for Australians and New Zealanders given restrictions on international travel are set to continue well into the second half of the year, iPhoto is preparing a special offer to encourage local photo specialists and pro labs to take out new International IPI Membership, so they can proactively market their businesses in tough times or good.

Watch this space!

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