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'Be Bold' the challenge of IPIC 2018

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The annual **IPIC conference** – this year sub-branded 'Be Bold' – will take place July 16-18 at the M Casino in Las Vegas, with a focus on new revenue streams for photo retailers.



The massed group photo has become a tradition at IPIC!

The IPI organisers have extended themselves this year by organising a 5-day Schools Photography Boot Camp (July 11-15) in the week preceding the main conference, with another one-day Boot Camp on July 15. Attendees can chose between a day learning how to run photo courses or a sales-focused session.

'IPIC Conventions are the BEST value networking and education events on the photo industry calendar, with amazing content,' said Stuart Holmes, managing director of the IPI Network's Australian and New

Zealand affiliate, iPhoto. 'There are over 40 different breakout sessions on topics ranging from best marketing to workflow and production techniques, and productive networking opportunities, with over 30 hours to network with peers and industry leaders,'

The conference program is packed with relevant sessions, with a significant emphasis on finding new business opportunities such as photo organizing, or scanning, video editing, promotional items, and event photography.

There are also sessions on small business issues such as succession planning and managing a business disaster, and across-the-counter sales techniques.

Adelaide's own retail training *tour de force*, Catherine Logue (*pictured right*), will run a session elaborating on the factors which have enabled Catherine and Alan Logue's Hutt Street Photo has survived and thrived over the last 20 years.



Sponsoring suppliers are also running sessions, with Dakis particularly active, and Canon, Fujifilm and Photo Finale active participants.

The popular Instawalk around Las Vegas will once again give everyone a legitimate excuse for a night out in Sin City, while IPI Network members will also be updated on progress of IPI's Print Refinery franchised retailing concept

'I see from the online registrations there are around 200 or more attendees to date, and that the IPI Marketing Group has extended registrations to accommodate late-comers, and offers an excellent array of Boot Camps and IPI University Sessions,' noted Stuart Holmes.

'If you need intensive training on sales – of any type – or consumer classes and events, arrive a day early, on the Saturday, and attend one of the pre-IPIC Boot Camps on Sunday.

'Otherwise, IPIC education and networking sessions will be held all day Monday, Tuesday and Wednesday. On Thursday we will host small group meetings and networking adventures.

Stuart said that there are seven Australian registrations to date – a little down on previous years. All Camera House stores are members of IPI and so are able to attend at attractive rates. Surprisingly few take up the opportunity to take advantage of what is by any measure the most valuable conference opportunity open to photo retailers around the world.

[Registration for IPIC 2018](#) has been extended.

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