

'Fearless re-invention' at IPIC 2016

March 17, 2016



IPI – Member Network has been announcing a series of new initiatives prior to this year's International Print + Imaging Conference (IPIC 2016) in Las Vegas, July 11-14.

Consumer classes, a new multi-media product and business-focused sessions were among the new photo and print initiatives, solutions and services announced by IPI at a 'Super Launch Party' event held to coincide with the 2016 Super Bowl.

In addition, the July conference, under the theme 'Fearless Re-invention', will be complemented by pre-Conference 'Boot Camps'. These intensive two-day workshops are on developing a B2B revenue stream for your photo retailing business; and 'retail rescue and re-invention' – developing a fresh store experience, culture and brand.

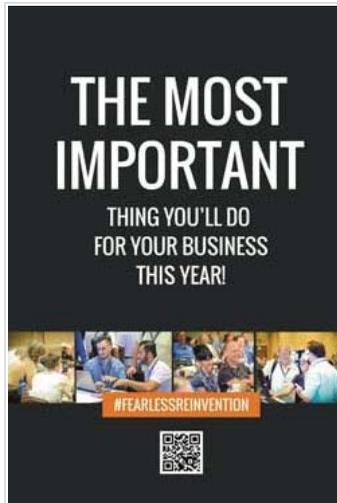
'Hit the books before the first day of IPIC with these immersive Boot Camp classes. While only US\$699, these small session, two-day classes are value at over US\$3000 and will provide your business with the tools to be successful,' said Stuart Holmes, managing director of IPS, the Australian and New Zealand affiliate of IPI – Member Network.

[Click here](#) for details on the Boot Camp sessions.

IPI – Member Network has in previous years kept its powder dry for the conference, 'but due to the volume of new initiatives IPI is launching, the company is rolling out program highlights via a series of live broadcasts.'

IPI executive members Ron Mohny, Brenda DiVincenzo and Erin von Holdt introduced the company's new initiatives during the Super Launch Party. Several current IPI members – including Jill Boswell from New Zealand – offered live testimonials on how they have leveraged products and services available to the IPI – Member Network.

'Basically, IPI members have business just like yours across the world with the same opportunities and problems that we all face, but got together and formed their own marketing group over 30 Years ago as they foresaw that the 'Big Boys' (Kodak, Agfa, Konica and Fujifilm)



**COMPACT
PROFESSIONAL
AFFORDABLE**
It's the total minilab solution for just **\$19,995** from: Independent Photo Supplies

PLUS: you may be eligible to claim an immediate tax write-off (consult with your accountant, to confirm you qualify)

sales@iphoto.net.au

(02) 9875 2244



PENTAX K-1

**LEGEND
L SERIES**



Bushnell



wouldn't be there to help as they used to,' said Stuart Holmes.



'They have put together tested and tried marketing and promotions for all those seasonal photo opportunities through the Year, Mother's Day, Father's Day, Holidays, etc, for high margin services such as scanning, photo restoration, DVD/CD conversion, photo gifting, canvasses and other home decor products, online printing and more.

'IPI is revolutionising the specialty photo and print industry by combining mobile, digital photo, video, signage, home and office décor, and traditional photo into a new dynamic online and brick and mortar business.'

Australians and New Zealand retailers considering attending the conference can now [view the video of the 'Super Launch Party' event](#), which goes into detail about 14 new launches to be featured at IPIC 2016.

Among the new developments from IPI Member Network:

- Members now have access to exclusive packaging solutions including templates and tips, as well as packaging products available at a discount through Supplying Partners.
- IPI has created a worldwide, public directory with search capabilities to market and find member locations (www.ipimembernetwork.com).
- New consumer classes and events with comprehensive marketing materials including basic Android photo tips, Instawalks and monthly social gatherings. Additionally, members now have access to a classes-and-events brochure template.
- Changes to IPI's web site (www.ipiphoto.com) and the introduction of member-managed websites were unveiled.

Independent Photo (IPS) has updated its website with an expanded IPI – Member Network section. For information on what IPI is all about, [click here](#). For more on the IPIC conference, [click here](#).

You need to be an IPI Marketing Group International Member via Independent Photo (IPS) to enjoy specially negotiated membership rates of \$995 +GST per year (either AUD\$ or NZ\$).

[Click here](#) for the application form.

...And to read a personal invitation from Larry Steiner, chairman, IPI – Member Network chairman, Larry Steiner, to *Photo Counter* readers to attend IPIC 2016, [click here](#).



2 THOUGHTS ON "FEARLESS RE-INVENTION" AT IPIC 2016"

PG on [March 17, 2016 at 2:59 pm](#) said:

If we get to go this year will be our fifth IPIC, we joined IPI in 2008 as PMA started to wane as the key source of new ideas. We had been speaking to IPI for a few years to let international members in the door as we had been attending IPI social event at PMA's since the mid 90's.

especially with online opportunities starting in 2009 when we met those crazy guys from Dakis.

Each year the IPIC meetings reach an even higher level, members are really happy to share. The M Resort is the best in Vegas especially for the price, the beer bar is sensational, see you there?

Reply ↓



Larry Steiner

on [March 20, 2016 at 12:46 am](#) said:

Phil, you have contributed greatly to IPIC content and in the private forum as well. Looking forward to seeing you again at IPC. I hope you can bring along some of your compatriots.

Reply ↓

Leave a Reply

Your email address will not be published. Required fields are marked *

Comment

Name *

Email *

Website

THE IMAGING ALLIANCE PRESS ANNOUNCEMENT

Note: PhotoCounter will post an interview with The Imaging Alliance executive director, Jim Malcolm, over the weekend. WOODBURY, NY, July 27, 2016: The Photolmaging Manufacturers and Distributors Association (PMDA) today announced the formation of a new industry association, The Imaging Alliance. ... [Continue reading →](#)

IPIC 2016: FEARLESS REINVENTION, DAY 1

IPIC 2016 in Las Vegas (July 11-14) got off to a cracking start with the newly-introduced 'Boot Camp' weekend preceding the conference attracting more retailers than IPI was anticipating, including a strong representation from Australia. The two-day Boot Camp sessions ... [Continue reading →](#)

July 28, 2016

[Home](#) | [News](#) | [Opinion](#) | [Reviews](#) | [Retail Issues](#) | [Pro Counter](#) | [Research](#) | [Classifieds](#) | [Subscribe to our Weekly Newsletter](#) | [RSS Feed](#)

 Powered by WordPress ::

Copyright 2011 Shipton Communications ABN 50 315 181 185