

The Professional Markets Creative Imaging Conference

Sponsored by PMA – The Worldwide Community of Imaging Associations

Sunday 28 June

11:15 a.m. - 12:15 p.m.

PRO1 Wedding Marketing and Production Techniques for Generation Y Markets

Attendees will receive an insight into Generation Y clients, what they expect, and how to help deliver to this market. Ryan Schembri will present his marketing and production techniques and provide us with an amazing acumen into his award-winning wedding business. This session will be full of amazing techniques that will blow your mind, help raise the photography industry to a standard in which photographers are appreciated as "artists," and help separate the pros from the amateurs.

Speaker: **Ryan Schembri**, Xsight

Chairperson: **Jackie Dean**, Dean Photographics



Ryan Schembri

1:30 p.m. - 2:30 p.m.

PRO2 Printing on Alternative Inkjet Materials

Do you own an inkjet printer and wonder what other inkjet materials are available? Are you bored of printing on typical RC inkjet papers? Do you want your printing to be inspired and innovative? If so, Les Walkling will be demonstrating that there are many new and exciting materials available, such as canvas, photo boards, cotton papers, aluminum, and synthetics.

Speaker: **Les Walkling**, Les Walkling

Chairperson: **Rob Gatto**, Kayell Australia



Les Walkling

2:30 p.m. - 3:30 p.m.

PRO3 Lighting Techniques for the Fast and the Furious

Have you ever been given only minutes to get that magical shot and wondered how to light and shoot everything? If yes is the answer, come and join this presentation as David Anderson will instruct on classic portraiture lighting techniques, as well as some of the more modern techniques used in the fashion industry today. Anderson is a celebrity photographer and has photographed many interesting artists including U2, pink, The Rolling Stones, Silverchair; has a long standing relationship with *Australian Idol*; and has gone on to photograph many of the winners' album covers.

Speaker: **David Anderson**, David Anderson Photography

Chairperson: **David Simmonds**, David Simmonds Photography



David Anderson

3:30 p.m. - 4:00 p.m.

Afternoon Tea

4:00 p.m. - 5:00 p.m.

PRO4 DAMsimple – Digital Asset Management Made Simple

In life, you can count on death, taxes, and losing digital images. Unlike death and taxes though, you can make sure your digital photos are protected by implementing a system of Digital Asset Management (DAM) ... and Robert Edwards is the guru to get you set up. He's a photographer, teacher, and fixer who knows all the ins and outs of DAM software on PCs and Macs. He even advises software developers on what features they need, but most importantly, he can explain everything in plain English.

Speaker: **Robert Edwards**, Australian Institute of Professional Photography

Chairperson: **Bruce Pottinger**, L&P Digital Photographic



Robert Edwards



25-28 June 2009 • Sydney Exhibition and Convention Centre at Darling Harbour

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