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PACPRINT SEMINAR FORUM SCHEDULE 2025

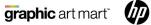
TUESDAY 20 MAY	
TIME	SESSION
Tuesday 20 th May	Which Glue is Right for You?
11:00am –	Speaker: Jay Kroll, Product Manager, General Formulations
11:30am	
	Take the guesswork out of adhesive selection and surface compatibility
	with this essential course on wall (and other) graphic applications. You'll
	gain a fundamental understanding of adhesive technologies, surface
	science, and troubleshooting techniques to ensure your graphics stick.
	Learn how to ask the right questions, avoid common pitfalls, and
	confidently match the right adhesive and material to the right job. Walk
	away with practical insights to boost your confidence, reduce rework,
	improve profitability, and position yourself as the go-to application expert
	for your customers.
Tuesday 20 th May	Print Leadership Panel: Navigating Success in a Changing Industry <i>Panel:</i>
12:30pm –	Simon Bailey, IVE Group
1:15pm	Lachlan Finch, Rawson Print Co.
	Emmanuel Buhagiar, Imagination Graphics
	Facilitator: Kellie Northwood – Visual Media Association
	The Print Leadership Panel at this year's PacPrint brings together top
	industry leaders to share their strategies for success in a competitive and
	evolving market. Panellists will discuss how they have grown their
	businesses despite challenges, leveraging sustainability, technology, and
	unique market positioning to stay ahead.
	Attendees will gain insights into industry leader forecasts, future
	opportunities, and the key decisions shaping long-term success. From
	innovation to operational efficiency, panellists will explore what's next for
	print and signage, offering valuable advice on future-proofing businesses
	and maintaining a strong competitive edge in a rapidly shifting landscape.
Tuesday 20 th May	Emerging Talent Panel: Cultivating the Next Generation of Industry

























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2:00pm - 2:30pm Leaders *Panel:*

> Leon Wilson, Revo Gabrielle Stevens, Konica Minolta Brett Johnson, IVE Group Lisa Michalanney, Signageworld

Facilitator: Mel Ireland, Lithographic Institute of Australia

The Emerging Talent Panel is facilitated by the Visual Media Association to launch the newly announced emerging talent program. The discussion will include leaders across people and culture disciplines providing insights into their approaches to talent development - the challenges, and successes.

The panellists will discuss topics such as mentorship, skill development, networking, and the impact of technology on their industries. Ideal for apprentices, cadets, trainees, business owners and managers, the panel fosters meaningful conversations to build the future voice of emerging talent in the industry.

Tuesday 20th May 3:00pm - 3:45pm Supplier Panel: Maximizing Supply Chain Value in Print & Sign Panel:

Steve Fisher, Fujifilm Phillip Trumble, Pozitive Craig Hardman, HP Craig Heckenberg, Epson

Facilitator: Robyn Frampton, Visual Connections

The Supplier Panel at this year's print and sign trade show brings together leading industry suppliers to share insights on building strong, valuedriven partnerships. Experts will discuss strategies for leveraging supplier relationships to optimize costs, improve efficiency, and drive business growth.

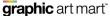
Attendees will gain valuable knowledge on how to harness supplier R&D and innovation to stay ahead of market trends, adopt cutting-edge materials and technologies, and enhance product offerings. Learn how



























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printers and sign producers can maximize supply chain value, foster collaboration, and gain a competitive edge through smarter sourcing, strategic alliances, and innovation-driven solutions.

	WEDNESDAY 21 MAY
TIME	SESSION
Wednesday 21st May 11:00am – 11:30am	Employee Assistance (EAP) and Mental Health First Aid Speaker: Steven Gamble, Founder, Anchor Health As the founder of Anchor Health, a leading mental health and wellbeing organisation, Gamble has spent years educating workplaces, communities and our industry on the importance of early intervention and structured mental health support. Anchor Health's Employee
	Assistance Program (EAP) offers confidential counselling, mental health education, and tailored support programs designed to improve overall workplace wellbeing. This session will explore: • How businesses can implement an effective EAP to support employees through stress, anxiety and personal challenges. • The cost benefits of mental health initiatives, including reduced absenteeism, lower staff turnover, and improved productivity. • Mental Health First Aid strategies that hep managers and teams identify, support, and respond to employees in crisis. • Real-world case studies showcasing how businesses that prioritise mental health see stronger employee engagement and business performance.
Wednesday 21st	Sales 101: Mastering the Fundamentals in a Noisy World



























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May	
12:30pm –	Speaker: Christina Bruce, Selllibilities
1:15pm	
	Whether you're new to sales or looking for a refresher, this Sales 101
	training session will provide essential tools to thrive in today's fast-
	paced, competitive market. In a world that's busier and louder than ever,
	how do you stand out, create lasting customer relationships, and drive
	loyalty?
	This session will explore proven sales techniques, effective
	communication strategies, and how to deliver a compelling point of
	difference in a constantly evolving buying landscape. Gain practical
	insights to refine your approach, build confidence, and maximize your
	sales success—no matter where you are in your career journey.
Wednesday 21st	DEI is dead; Long Live Belonging Fireside Chat with Sara Stuart, Head of
May	Indigenous Affairs for the Coles Group.
2:00pm – 2:45pm	
	Facilitator: Stephanie Gaddin, Chair, Women in Print
	The "DEI is Dead; Long Live Belonging" discussion explores the evolution of diversity efforts, emphasising authentic inclusion and belonging.
	Featuring Sara Stuart, Head of Indigeous Affairs for the Coles Group, the
	discussion will explore personal experiences, challenges, and future-
	forward strategies to foster a culture where all individuals, feel truly seen, valued, and empowered in the workplace.
	With President Trump recently removing federal DEI programs from the
	agenda, the discussions will also unpack the implications of this political
	shift. What does this mean for corporate diversity initiatives? Are
	belonging and inclusion still achievable without formal DEI mandates?
	Sara will explore how industry leaders can support their teams through
	change and uncertainty.
	change and uncertainty.
Wednesday 21 st	Change and uncertainty. Sustainability, Packaging and Global Paper Trends

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3:00pm - 3:30pm	Speaker: Stephanie Strassburger, Vice President Asia & Pacific, Gmund Paper
	Bringing a leading voice across sustainable innovation and packaging solutions, our speaker Stephanie Strassburger will provide deep expertise in global paper trends, exploring valuable insights into recyclable and biodegradable materials, shifting consumer expectations, and regulatory changes. Stephanie's work champions eco-conscious alternatives transforming industries worldwide.

	THURSDAY 22 MAY
TIME	SESSION
Thursday 22 nd	Signage Licensing Panel: Navigating Compliance & Avoiding Penalties
May	Panel:
11:00am –	
11:45am	Damian Nielsen – ASGA/QLD Chair
	Mick Harrold, President, ASGA
	Charly Taylor, Director, Cl-Advantage
	Facilitator: Janet Maitland, Image Magazine.
	Understanding signage installation licensing requirements is crucial, as non-compliance can lead to severe penalties, including fines and even jail time. However, with regulations varying across Australian states, ensuring your business has the right licenses can be complex.
	This panel brings together industry experts, including Mick Harrold (ASGA President), Damian Nielsen (ASGA Vice President), and Charl Taylor (CI-Advantage), to clarify licensing requirements and answer key questions. Learn how to navigate compliance, protect your business, and stay up to date with evolving regulations. Don't risk being caught out—gain the insights needed to operate legally and confidently in the signage industry.
Thursday 22 nd May	Industry Associations Panel: Leadership, Responsibility & Future Focus Panel:



























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12:30pm -1:00pm

Ruth Cobb, CEO, PrintNZ Kellie Northwood, CEO, Visual Media Association Karren Challoner-Miles-, Visual Connections Mick Harrold, President, ASGA

Facilitator: Lindy Hughson, Print21

The Industry Associations Panel brings together the CEO AND Presidents of Australia and New Zealand's largest print and signage associations to discuss their role in supporting the industry's future, and the pathway to get there. As custodians of the sector, they will share insights on advocacy, member support, industry standards, and innovation to ensure long-term success.

Attendees will gain a deeper understanding of how associations navigate challenges, drive growth, and support businesses through evolving market demands. The panel will also explore future priorities, including policy influence, sustainability, workforce development, and technological advancements, ensuring the industry remains strong, competitive, and well-supported for years to come.

Thursday 22nd May 1:15pm to

Label & Packaging Compliance Panel: Shaping a Sustainable Future Panel:

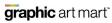
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1:45pm	Tim Lusch, Platypus
	Zaidee Jackson, Ball & Doggett
	Colin Lamond, Percival Print and Packaging
	Kellie Northwood, Visual Media Association
	Facilitator: Robyn Frampton, Visual Connections
	The Label & Packaging Compliance Panel will explore the evolving regulatory landscape and the industry's role in ensuring a sustainable future. With increasing scrutiny on deforestation, recycling, and pulpability compliance, businesses must adapt to meet new guidelines and environmental expectations.
	Industry experts will discuss how companies can stay ahead of compliance changes, integrate sustainable materials, and innovate packaging solutions that align with global sustainability goals. Attendees will gain insights into best practices, challenges, and opportunities in reducing environmental impact while maintaining regulatory compliance, ensuring their businesses are future-ready in an increasingly ecoconscious marketplace.
Thursday 22 nd	Fireside Chat with Matt Aitken: Leadership & the Future of Print
May	
2:00pm – 2:45pm	Facilitator: Kellie Northwood – Visual Media Association
	Join Matt Aitken, Managing Director of IVE Group, Australia's largest
	print media company, for an exclusive fireside chat on leadership,
	industry evolution, and building successful teams. With decades of
	experience, Matt will share insights into navigating challenges, fostering
	innovation, and seizing opportunities in an ever-changing print and
	media landscape. Attendees will gain valuable perspectives on strategic
	growth, team development, and the future of print and digital
	integration. Whether you're a business leader, aspiring professional, or
	industry enthusiast, this conversation offers inspiration and practical
	advice from one of the most influential voices in Australian print media.
Thursday 22 nd	Be the Interruption! Business Strategies to Help You Thrive



















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May	Speaker: Ciaran McGuigan, Owner, Stike Force Sales
3:30pm – 4:00pm	
	Change is coming. Faster than you ever thought possible. You, your business, career and lifestyle can either be interrupted or you can take control and BE the Interruption!
	In this entertaining and informative session, author, speaker and business expert Ciaran McGuigan outlines what you need to do to succeed and thrive over the next few years. He will outline specific strategies to grow your business, what pitfalls to avoid and show you how to compete and win
	Organisations large and small from around the world use Ciaran's strategies and techniques. This session will challenge and interrupt your thinking and initiate positive change.

FRIDAY 23 MAY	
TIME	SESSION
Friday 23 rd May	Keynote Speaker: Financial Literacy & Superannuation Planning with
11:00am –	Media Super
11:30am	Speaker: Michael Schulz, Media Super
	Join Media Super's expert keynote speaker for an essential discussion on financial literacy and superannuation planning, tailored for young professionals, women, and those approaching retirement. With the rising cost of living and evolving retirement landscapes, understanding how to maximize your super, plan for the future, and build financial security is more important than ever.
	This session will cover key strategies for growing your super, the impact of career breaks, and how to make informed financial decisions. Gain valuable insights to take control of your financial future and ensure long-term stability, no matter where you are in your career.
Thursday 23 rd	Mergers and Acquisitions: A Solution to the Talent Shortage
May	Speaker: David Ferraz, Principal, Argus Business Brokers



























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12:30pm -1:00pm

In today's competitive landscape, talent shortages are a growing challenge for many organisations. This session will explore how mergers and acquisitions can provide a strategic solution, delivering an immediate workforce boost, specialised skill sets, and expanded expertise. Gain insights into strengthening your businesses competitive edge, improving customer service, and maximising the benefits of an integrated workforce.

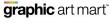
The session will also cover essential strategies for ensuring successful mergers and acquisitions, from aligning company values and engaging employees to conducting thorough due diligence and risk mitigation. Real-world case studies, both successes and failures, will provide valuable lessons on what to do (and what to avoid) when navigating these complex transactions.















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