



20-23 May, 2025
The Dome & Hall 2, Sydney Showground

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Visual Media Association

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PACPRINT SEMINAR FORUM SCHEDULE 2025

TUESDAY 20 MAY	
TIME	SESSION
11:00am – 11:30am	<p>Which Glue is Right for You? Speaker: Jay Kroll, Product Manager, General Formulations</p> <p>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.</p> <p>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.</p>
12:30pm – 1:15pm	<p>Print Leadership Panel: Navigating Success in a Changing Industry Panel: <i>Simon Bailey, IVE Group</i> <i>Additional panellists to be confirmed.</i> Facilitator: Kellie Northwood – Visual Media Association</p> <p>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.</p> <p>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.</p>

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<p>2:00pm – 2:30pm</p>	<p>Emerging Talent Panel: Cultivating the Next Generation of Industry Leaders Panel: <i>Gabrielle Stevens, Chief People and Culture Manager, Konica Minolta</i> <i>Additional panellists to be confirmed.</i> Facilitator: <i>Robyn Frampton, Visual Connections</i></p> <p>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.</p> <p>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.</p>
<p>3:00pm – 3:45pm</p>	<p>Supplier Panel: Maximizing Supply Chain Value in Print & Sign Panel: <i>Steve Fisher, Fujifilm</i> <i>Additional panellists to be confirmed.</i> Facilitator – <i>To be confirmed.</i></p> <p>The Supplier Panel at this year’s print and sign trade show brings together leading industry suppliers to share insights on building strong, value-driven partnerships. Experts will discuss strategies for leveraging supplier relationships to optimize costs, improve efficiency, and drive business growth.</p> <p>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 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.</p>

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WEDNESDAY 21 MAY	
TIME	SESSION
11:00am – 11:30am	<p>Employee Assistance (EAP) and Mental Health First Aid <i>Speaker: Steven Gamble, Founder, Anchor Health</i></p> <p>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.</p> <p>This session will explore:</p> <ul style="list-style-type: none"> • 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 help 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.
12:30pm – 1:15pm	<p>Sales 101: Mastering the Fundamentals in a Noisy World <i>Speaker: Christina Bruce, Sellibilities</i></p> <p>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,</p>

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	<p>and drive loyalty?</p> <p>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.</p>
<p>2:00pm – 2:45pm</p>	<p>DEI is dead; Long Live Belonging Panel: <i>Katherine Woodman, Head of HR, Spicers Australia</i> <i>Stephanie Gaddin, Chair, Women in Print</i> <i>Karen Lawler, NSW Patron, Women in Print</i> <i>Deb Burgess, Bright Print Group</i></p> <p>Facilitator: <i>To be confirmed.</i></p> <p>The “DEI is Dead; Long Live Belonging” panel explores the evolution of diversity efforts, emphasising authentic inclusion and belonging. Featuring women leaders in print, the discussion highlights personal experiences, industry challenges, and future-forward strategies to foster a culture where all individuals, feel truly seen, valued, and empowered in the workplace.</p> <p>With President Trump recently removing federal DEI programs from the agenda, the panel 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? Panellists will explore how industry leaders can support their teams through change and uncertainty.</p>
<p>3:00pm - 3:30pm</p>	<p>Design, fine-art and paper – the role the three play Panel: <i>Hahnemuehle, President</i> <i>Daniella Bath, National Fine Art and Photography Manger</i> <i>Photographer – tbc</i></p>

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	<p><i>Epson – tbc</i></p> <p>Facilitator: Sharon Dowsey, Spicers Australia</p> <p>This dynamic panel explores the intersection of design, fine art, and paper—unpacking how these elements collaborate to create powerful visual experiences. Experts from each discipline will discuss the tactile, aesthetic, and emotional impact of paper in artistic and design processes, and why print continues to thrive in a digital world.</p>
4:00pm – 4:30pm	<p>Sustainability, Packaging and Global Paper Trends</p> <p>Speaker: Stephanie Strassburger, Vice President Asia & Pacific, Gmund Paper</p> <p>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.</p>

THURSDAY 22 MAY	
TIME	SESSION
11:00am – 11:45am	<p>Signage Licensing Panel: Navigating Compliance & Avoiding Penalties Panel:</p> <p><i>Damian Nielsen – ASGA/QLD Chair</i> <i>Mick Harrold, President, ASGA</i> <i>Charly Taylor, Director, CI-Advantage</i></p> <p>Facilitator: To be confirmed.</p> <p>Understanding signage installation licensing requirements is crucial, as non-compliance can lead to severe penalties, including fines and</p>

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	<p>even jail time. However, with regulations varying across Australian states, ensuring your business has the right licenses can be complex.</p> <p>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.</p>
<p>12:30pm – 1:00pm</p>	<p>Industry Associations Panel: Leadership, Responsibility & Future Focus Panel: <i>Ruth Cobb, CEO, PrintNZ</i> <i>Kellie Northwood, CEO, Visual Media Association</i> <i>Karren Challoner-Miles, Executive GM Association, Visual Connections</i> <i>Mick Harrold, President, ASGA</i></p> <p>Facilitator: <i>Lindy Hughson, Yaffa Media</i></p> <p>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.</p> <p>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.</p>

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<p>1:15pm to 1:45pm</p>	<p>Label & Packaging Compliance Panel: Shaping a Sustainable Future Panel:</p> <p><i>Spicers Australia Zaidee Jackson, Ball & Doggett Additional panellists to be confirmed.</i></p> <p>Facilitator: <i>To be confirmed.</i></p> <p>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.</p> <p>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 eco-conscious marketplace.</p>
<p>2:00pm – 2:45pm</p>	<p>Fireside Chat with Matt Aitken: Leadership & the Future of Print</p> <p>Facilitator: <i>Kellie Northwood – Visual Media Association</i></p> <p>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.</p> <p>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,</p>

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	<p>this conversation offers inspiration and practical advice from one of the most influential voices in Australian print media.</p>
3:30pm – 4:00pm	<p>Be the Interruption! Business Strategies to Help You Thrive <i>Speaker: Ciaran McGuigan, Owner, Stike Force Sales</i></p> <p>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!</p> <p>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</p> <p>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.</p>

FRIDAY 23 MAY

TIME	SESSION
11:00am – 11:30am	<p>Keynote Speaker: Financial Literacy & Superannuation Planning with Media Super <i>Speaker: Media Super</i></p> <p>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.</p> <p>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</p>

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	<p>future and ensure long-term stability, no matter where you are in your career.</p>
<p>12:30pm – 1:00pm</p>	<p>Mergers and Acquisitions: A Solution to the Talent Shortage <i>Speaker: David Ferraz, Principal, Argus Business Brokers</i></p> <p>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.</p> <p>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.</p>

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