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VISUAL IMPACT

Brisbane 2024

**Connections
Centre
Program**

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17-19 July, 2024

Brisbane Convention and Exhibition Centre

Exhibition Details

Where: Hall 4, Brisbane Convention
and Exhibition Centre

Dates: Wednesday 17 July 2024 – 9am to 5pm

Thursday 18 July 2024 – 9am to 5pm

Friday 19 July 2024 – 9am to 4pm

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WEDNESDAY 17 JULY 2024

TIME	SESSION
11.00am – 11.30am	Delivering a Sustainable Advantage for Customers <i>Speaker: Chris Sherry – Avery Dennison Asia Pacific</i> With Sustainability emerging as a key driver of future business this session will cover how Avery Dennison is accomplishing it's Sustainability Goals and the value this brings to customers.
12.00pm – 12.30pm	HTV – What is Heat Transfer Vinyl? <i>Speaker: Renee Kruit – POLI-TAPE</i> Renee will discuss the benefits of offering HTV to customers as an additionally revenue stream that creates greater stickiness.
2.00pm – 2.30pm	Mastering Heat Printing Integration: A Blueprint for Business Success <i>Speaker: Ben Carroll – Velflex</i> Join Ben Carroll, as he unveils the essential roadmap to integrating heat printing into your business landscape. Whether you're venturing into the realm of garment heat transfers for the first time or aiming to enhance your existing services, this session is tailored for you. Delve into a comprehensive discussion on selecting the optimal equipment, navigating the vast array of transfer options (including DTF, Plastisol, and hybrid technologies), understanding fabric compatibilities & considerations, and mastering the pressing techniques that ensure flawless results. Armed with Ben's insights and Velflex's proven strategies, embark on a journey to elevate your business with the art and science of heat printing."
3.00pm – 3.30pm	Build Your Colour Profile with Epson Colour Management <i>Speaker: Zeff Lowe – Epson</i> Learn how the Epson SD-10 spectrophotometer and auto table can optimize your colour workflow with Epson devices.

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THURSDAY 18 JULY 2024

TIME	SESSION
10.00am – 10.30am	Sustainable Print – SP 1504 Easy Apply RSTM <i>Speaker: Matthew Francis – Avery Dennison</i> In this engaging talk, Matthew will introduce Avery Dennison's latest innovation in sustainable print technology: the SP 1504 Easy Apply RS™. A new proprietary film technology platform that addresses our sustainability concerns around PVC. This new proprietary film technology platform aims to address sustainability concerns around PVC, offering differentiated solutions that meet or exceed the performance of our incumbent Premium & High Performance PVC solutions.
11.00am – 11.30am	MEGT – Apprentices and Trainees <i>Speaker: Fiona Jacklyn – MEGT</i> MEGT will provide ASGA Members with information for services on group training, find and guide, and labour hire.
12.00pm – 12.30pm	Press for Profit: Maximizing Your Heat Printing Margins <i>Speaker: Ben Carroll – Velflex</i> Discover the secrets to transforming your heat printing operation into a powerhouse of profit with Ben Carroll, a leader in the garment decoration industry. This session will guide you through the intricacies of accurately quoting heat printing jobs, understanding and optimizing production times, and implementing efficiency strategies to elevate your bottom line. Ben will share invaluable insights and practical tips drawn from years of experience to help you streamline operations and boost profitability. Whether you're refining existing processes or setting up a new operation, learn how to press for profit and make every print count.
1.00pm – 1.30pm	Build Your Colour Profile with Epson Colour Management <i>Speaker: Ryan Warby – Epson</i> Learn how the Epson SD-10 spectrophotometer and auto table can optimize your colour workflow with Epson devices
2.00pm – 2.30pm	Trends and Continued Growth in Printed Décor <i>Speaker: Jeremy Brew – HP</i> The printed décor market is continuing to grow, spurred on by increasing consumer demand for personalisation along with creative and bespoke commercial fitouts. This growth is driving significant volume into the large format print market, presenting an opportunity for Print Service Providers looking to diversify or add an additional application stream. In this session, Jeremy will share some of the latest printed décor market trends and how you can tap into this lucrative market opportunity.
3.00pm – 3.30pm	Tree Hugging is Smart for Business: Sustainability for Signage is Here <i>Speaker: London Mills – Visual Media Association</i> With sustainability and renewable energies high on the government's agenda, industry must define its sustainability standards or become regulated under codes that are not always relevant. The signage industry has opportunity to make their mark and build their sustainable credentials and establish achievable targets. London is the Program Manager and Manager – Strategic Projects at the Visual Media Association, she will share insights to building a straight-forward, low-cost and effective customised sustainable program for your signage business.

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FRIDAY 19 JULY 2024

TIME	SESSION
10.00am – 10.30am	<p>Why White Ink will Wow your Customers and Win You Business</p> <p><i>Speaker: Jeremy Brew – HP</i></p> <p>We don't just print on white materials – there's a whole world of transparent, coloured and metallic media and substrates that were waiting to be transformed. White ink allows a level of creativity in the design and print space that's opening doors for Print Service Providers to enable new possibilities for brands and designers. In this session, Jeremy will cover the market opportunity and the applications that are screaming for white ink. White ink printing is the biggest transformation in Large Format Printing in the last decade – join this session to find out why.</p>
11.00am – 11.30am	<p>Build Your Colour Profile with Epson Colour Management</p> <p><i>Speaker: Zeff Lowe – Epson</i></p> <p>Learn how the Epson SD-10 spectrophotometer and auto table can optimize your colour workflow with Epson devices.</p>
12.00pm – 12.30pm	<p>UltraColour & UltraColour MAX: Revolutionizing Your Transfers, Maximizing Your Impact</p> <p><i>Speaker: Ben Carroll – Velflex</i></p> <p>Embark on a journey with Ben Carroll as he introduces Velflex's pioneering transfer technologies: UltraColour and UltraColour MAX. This session illuminates the synergy between the original, unmatched digital screen print hybrid transfer, UltraColour, and the cutting-edge direct-to-film (DTF) solution, UltraColour MAX, crafted with the latest Mimaki print technology. Discover how these two flagship products can seamlessly integrate into your garment decoration business, offering unparalleled flexibility and efficiency. Ben will delve into how UltraColour MAX serves as the optimal solution for low-volume orders, providing rapid turnaround times for small runs and sample presentations, while UltraColour offers a cost-effective, durable solution for large-scale projects, complete with dye migration blocking capabilities. Gain insights into leveraging these technologies to not only meet but exceed your customers' expectations, paving the way for a thriving, dynamic business.</p>
1.00pm – 1.30pm	<p>What are the drivers for the Architectural and Interior Design Markets?</p> <p><i>Speaker: Dan Sefton – Metamark</i></p> <p>Discussing the increasingly important world of Architectural Films.</p>

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Speaker CVs

Jeremy Brew

Boasting over two decades of experience in the graphics and print space, Jeremy has been at the forefront of the industry's transformative journey from analogue to digital print. His expansive knowledge spans content creation and both small and large format print technologies. In his current role as a Sales Enablement Strategist, Jeremy has been instrumental in guiding Print Service Providers across the Asia Pacific region towards success. He achieves this through innovative print processes and strategic material choices, helping businesses not only meet but exceed their goals.



Ben Carroll

Ben Carroll is the Managing Director of Velflex, Australia's premier heat transfer supplier. He innovated UltraColour, a unique blend of digital and screen-printing techniques, setting a new industry standard. Beyond pioneering products, Ben is dedicated to enhancing industry skills through targeted workshops, emphasizing the art of heat pressing. His leadership not only advances Velflex but also cultivates a community of informed, skilled professionals.



Matthew Francis

Matthew Francis is a Senior Product Manager at Avery Dennison. Currently leading the ANZ Product team, Matthew has a rich background in Product Marketing and Finance, having held pivotal roles across ANZ and the Asia Pacific regions. His career is marked by a strong commitment to sustainability and impactful change. He is passionate about sustainability and leading change, proud to introduce the Avery Dennison end cap recycling program, and excited to present our new sustainable materials. Matthew expertly balances a thriving career, a fulfilling family life, and a passion for sports, which keeps him energetic and dynamic.



Fiona Jacklyn

Fiona Jacklyn is the Business Development Manager at MEGT for over 10 years, helping businesses with solutions to recruit, manage and retain Apprentices and Trainees through a dedicated training plan with seasoned field officer appointed to ensure completion.



Renee Kruit

TBC



Zeff Lowe

With over 26 years of professional sales experience, Zeff joined the signage and graphics industry in 2003 joining Conect Enterprises as a business-to-business consumables representative based out of their recently opened Eastern suburbs branch in Croydon Victoria. During the next 7 years he helped significantly grow the Victorian market as the market quickly pivoted during this period away from traditional signwriting techniques and computer cut vinyls into the rapidly evolving digital print market that now largely dominates the print market gaining extensive exposure and experience with both digital materials, but also taking more of an interest in the hardware and software being adopted within the industry. In 2010 he was promoted assuming the role of Hardware Manager being responsible for the sales, service & support of Roland digital devices. Over the next 5 years Zeff continued to work closely with the Roland brand but also looked to grow the overall hardware offerings and expanded the business into HP Latex and UV solutions finishing with Conect in 2016. After Conect, Zeff took the opportunity to further engage with the signage & print market joining with Epson Australia as the Business Development Manager for Signage and Fabric for the Southern States and Western Australia.



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London Mills

London Mills brings a strong stakeholder and event management background across multiple industries. Having worked across the United Kingdom, New Zealand and Australia in various disciplines, London's eclectic work background well equips her as she returns to the print and visual media industry. London manages the strategic projects and Sustainable Green Print program for the Visual Media Association, the peak industry Association representing the paper, print, mail, publishing and distribution sectors across Australia and New Zealand.



Chris Sherry

With close to 5 years product marketing in the Graphics Industry, and long career proceeding in Technical and Marketing roles in the Healthcare industry Chris has a wealth of experience in the end-to-end process of product ideation to life cycle management, whilst always keeping the customer front-of-mind.



Dan Sefton

Dan Sefton is a highly accomplished International Senior Business Development Manager with a wealth of experience in overseeing diverse regions across Australasia, the Americas, and the Middle East. In his role, Dan excels in supporting distribution networks through a comprehensive approach that includes product management, pricing strategies, service enhancement, and technical support. With a deep understanding of global markets and a commitment to driving business growth, Dan has successfully developed and executed strategies that have significantly increased market share and customer satisfaction in highly competitive environments. His ability to navigate cultural nuances and build strong relationships with stakeholders has been instrumental in fostering long-term partnerships and achieving business objectives. Dan's expertise spans a wide range of areas, including market analysis, strategic planning, and operational efficiency. His innovative approach to problem-solving and dedication to excellence have earned him a reputation as a leader who can deliver results and inspire teams to reach their full potential. He is passionate about staying ahead of industry trends and leveraging new technologies to drive business innovation. Outside of work, Dan enjoys spending quality time with his wife, two young children and playing golf.



Ryan Warby

Ryan Warby started from humble beginnings in a bustling sign shop and swiftly ascended to managing the entire business. Ryan transitioned to a key role at one of the nation's largest signage supply firms and honed his expertise in equipment sales and user support. Now, at Epson Australia, Ryan is passionately championing cutting-edge sign and display technologies.

