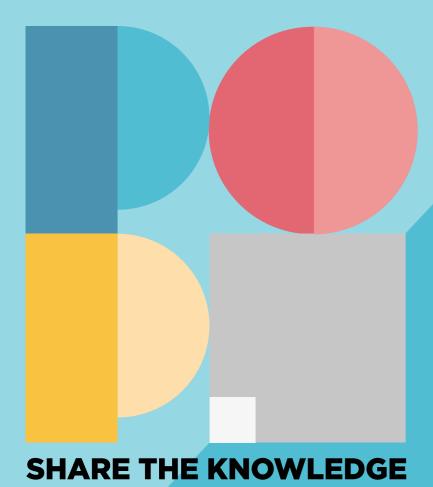


RICOH imagine. change.



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WELCOME

The Print & Visual Communication Association and Ricoh welcome you to P.o.P (Power of Print) Summit 2023.

An opportunity for you and your businesses to come together and hear from expert speakers across areas that impact your business. All the while sharing knowledge with your industry peers.

Today is about listening to some areas that will have direct impact to your business, others with specificity to your role, your teams or your general industry. All learning, all knowledge sharing and all opportunities to take some time out to reflect and work on some thinking on your business, not always within your business. Enjoy.

The Print & Visual Communication Association thank our proud partners, Ricoh, Ball & Doggett, Media Super, Sprinter and Australia Post for their support.

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SESSION 1

Welcome to Your Industry Association - be Part of an Industry Association to Improve Your Business Success

Print & Visual Communication Association

An overview of the rebrand, new focus and industry community will be provided to deliver insight for members and future members of the Association.

Exploring the campaigns and activities we can all be a part of, the opening address will set the tone for the morning, exploring how we can all become VoPPStars, environmental crusaders and paper lovers as well as understanding the future vision for our industry success.



Kellie Northwood, CEO

Kellie is Chief Executive Officer of the Print and Visual Communication Association. She is an experienced chief executive and strong business development professional, with over twenty years of industry experience.

SESSION 2

PACKAGING:

The current landscape of Sustainable Packaging: Impact, Change and the Future State.

Panel Discussion

This panel, facilitated by Zaidee Jackson, will provide insight into the sustainable packaging landscape of Australia and align the audience directly with key individuals driving the change that impacts our packaging industry.

The panel will discuss who APCO is, and the role they play in the regulatory frameworks aligning with Australian government future state mandates within the packaging industry, what the focus points are for printers in the fibre-based arena, and how the changes impact the brands they are working with.



Zaidee Jackson - National BDM, Sustainable Packaging, Ball & Doggett

With a passion for the paper, print and design industries, Zaidee has thrived in a career spanning over 27 years within sales and marketing. An advocate for the industry, Zaidee is multifaceted in her engagement with stakeholders, driving commercial outcomes for business.



Ralph Moyle FAIP, CPP - Education Coordinator, Australian Institute of Packaging

Ralph is a certified packaging professional, a Fellow of the Australian Institute of Packaging, as well as a past president and their current education coordinator. Ralph has a range of senior management experiences in packaging, operations, technical and quality assurance across consumer goods businesses.



Chris Foley - CEO, Australian Packaging Covenant Organisation

As APCO's CEO, Chris leads the development and execution of strategies that bring business, governments and industry together to design, use, recover, reuse and recycle packaging to improve waste, climate, water, material, chemical and social impacts.



Matt Bowman - Production Director, Made by Weave

With over 20 years in the design and print industry, Matt has had the pleasure of working with a vast array of nationally and internationally recognised brands. His current role is where all these skills and experiences come together.

SESSION 3

SUPERANNUATION: Get your Superannuation working for you.

Media Super

Media Super will deliver practical advice on superannuation, including legislative changes, things to know about parental leave, and how your industry super fund works for you.



Michael Schultz, Senior Employer Engagement Manager

Michael earned an expert title from his experience working in the superannuation industry for over 16 years across many different Industry funds.



Jeff Wallens, Senior Education Specialist

Jeff has a keen interest in demystifying and simplifying super and brings over 20 years of experience from various superannuation and financial planning roles.

SESSION 4

LEGAL: Importation of Skilled Labour - a how to guide.

Visa Solutions Australia

An informative session on how to streamline your skilled labour importation process with expert insights, best practices, and time-saving tips for our industry.



Sherry Dhawan, Manager, Senior Registered Migration Agent

Sherry has been in the migration industry since 2009. She assists both corporate and individual clients with various visa types, including complex employer-sponsored cases.



Amanda Wang, Registered Migration Agent

Amanda completed her Immigration Law studies at Victoria University in 2019. Her specialties include skilled migration, employer-sponsored visas, and family-sponsored visas.



Lisa Zhang, Registered Migration Agent

Lisa has been working in migration since 2013 and qualified as a registered agent in 2018. Her commitment to excellence extends to both corporate and individual clients, globally.

SESSION 5

SALES:

Enhancing Customer Engagement: Unveiling a framework to upskill salespeople

Keynote Speaker, Sellabilities

Business owners and salespeople are selling in environments that are more complex than ever before. Buying decisions are becoming more intricate, involving more stakeholders, and heightened competition is making pricing a constant struggle.

Closing deals while maintaining healthy profit margins has become a formidable task, exerting more and more pressure on salespeople. Without the right selling skills being adopted by key selling personnel, opportunities can easily slip away. It's imperative that frontline salespeople adapt their skillsets to this ever-evolving landscape and leverage a highly effective framework to do so.

Join Christina Bruce - Director of Sellabilities, a sales training and sales consulting company, as she unveils a four-stage selling process designed to empower you and your team to engage in more meaningful customer conversations and drive greater success in advancing sales opportunities.



Christina Bruce, Director

Christina has over 25 years' experience in sales and marketing and has worked with teams both in a leadership and training capacity for most of her corporate career in Australia and the Asia-Pacific region.

As an enthusiastic advocate for professional development, Christina is passionate about selling as a profession, and enhancing the relationship between the seller and the buyer. Her company Sellabilities has been created to help more salespeople build stronger and more beneficial relationships with their customers.

Discover how this framework can reshape your approach to customer engagement and sales excellence.







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SESSION 6

INSURANCE:

Insurance Group Purchasing for PVCA Members

Barrack Broking

Risk Pooling is an established underwriting method used by insurers, whereby they pool similar risks to diversify the impact from claims.

The PVCA Insurance Group Purchasing initiative will harness this concept and the economies of scale created through the membership to influence better insurance outcomes, such as premium rate discounts, tailored coverage, and data-led insights for risk management and member education.



Charles Gow-Gates, Managing Director

Charlie is an insurance broker with more than 20 years of insurance experience. He's worked as an insurance litigation solicitor in Australia and England, managed complex claims as a claims underwriter for Lloyd's of London, and held directorship and management roles for Australian-based insurance broking and insurance advisory companies.

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