

REGISTRATION FORM

RSVP by Thursday 9 July 2009

print 20//20
a VISION FOR THE FUTURE//

Attendee name

Attendee name

Attendee name

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Attendee name

Attendee name

Dinner function: Includes dinner, drinks and parking. \$110 for members and \$135 for non-members.

Printing Industries ABN# 84 720 646 451. On payment, this form becomes a Tax Invoice.

Payment method: Cheque Credit Card (2% surcharge applies to Amex cards)

Name:

Position:

Company:

Address:

Postcode:

State:

E-mail:

Credit card number:

Credit card type:

Expiry date:

Signature:



Fax back this form to (02) 8789 7387 or post with cheque payment to: *Printing Industries*, PO Box 234, Auburn NSW 1835
Email: info@printnet.com.au

Printed on an Océ CS665 pro digital press

print 20//20

a VISION FOR
THE FUTURE//

**Emerging printing industry trends
and new business opportunities.**

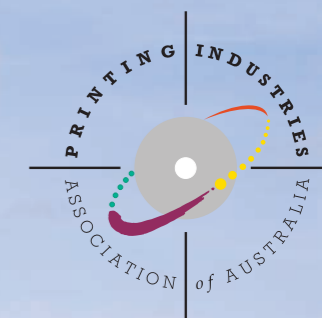
Discover how you can have a profitable future

Dinner Function
Tuesday 14 July 2009
6.30pm to 9.30pm

The Waterview Convention Centre,
Bicentennial Park



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print 20//20 a VISION FOR THE FUTURE//

WHAT YOU CAN EXPECT TO LEARN//

- An overview of the Australian printing industry – current size and major participants
- Print growth projections - local and global until 2020
- Web 2.0 and Print 2.0 – partners, but changing
- The fusion of online internet technologies and print - Using print to 'attract' and the internet to 'interact' with consumers, e.g. PURLs
- Diversification of offerings - one workflow; multiple outputs
- The print audit - make more profit by printing less
- Total Business Flow Automation
- Direct Marketing and Trans-promo myths exploded with Variable Data Printing
- Data - not ink - is the lifeblood of the industry
- 2012 - the year Digital printing exceeds Offset?
- What your customers want; now, in 5 years and in 2020
- Head-in-the-sand or head-held-high: your future, your choice

PLUS
case study:
*Offset and Digital
- competing or
complimentary
technologies?*



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ABOUT YOUR SPEAKER//

Andy McCourt has worked in the Australian and international graphic arts industry for over 30 years. He is a past editor of the Printing Industries Association of Australia's officially endorsed journal Print21, a regular analyst and commentator both here and overseas and has also introduced new technologies and processes to the print market as a supplier and consultant. Working in London in the 1990s, he was deeply involved in the launch of the world's first full-colour true digital press – the Indigo (now HP) E-Print. He has presented at industry events many times and also at ANU Canberra and RMIT Melbourne.

Andy has participated in many workgroups and training programmes and has worked on exhibitions such as Pacprint in Australia and IPEX in the UK.

While continuing his research, presentations and writing work, he is now also graphic arts business development manager with Océ Australia.

Andy trained in the UK as a commercial photographer and graphic designer.

HOW TO GET THERE//

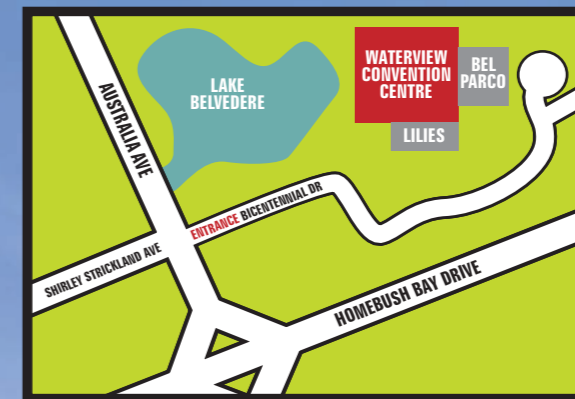
Venue: The Waterview Convention Centre, Bicentennial Park. Entrance off Australia Avenue, Sydney Olympic Park

By Car:

- Drive along Parramatta Road from the city
- Turn right onto M4 Motorway
- Exit Motorway at Homebush Bay Drive exit and turn right into Homebush Bay Drive
- Take the 1st roundabout exit at Australia Avenue (turning left)
- Turn a quick right into Bicentennial Park at the white gates
- Follow road around to Waterview

Parking:

Plenty of parking is available within Bicentennial Park. There is parking bays and parking along the road.



By Bus:

Sydney Buses operates services from Lidcombe, Parramatta, Burwood, Strathfield and Newington via Sydney Olympic Park Ferry Wharf. Please contact Sydney Buses for timetable details on 131 500.

By Train:

City Rail operates two types of train services to and from Olympic Park Station, Sydney Olympic Park;

- Olympic Park Sprint operates between Lidcombe and Olympic Park Station at 20 minute intervals
- Direct services between Central Station and Olympic Park Station, weekends only.
- Once at Sydney Olympic Park Station take a taxi to Bicentennial Park (5 minutes distance)

Walking:

There is a walking track from Sydney Olympic Park Station to Bicentennial Park.