

# GAMAA

# UPDATE

Winter 2008

INSPIRE\*CREATE\*INVEST

Welcome to the Winter 2008 edition of the GAMAA Update.

## Executive Director's drupa Download

In May our executive director, Karen Goldsmith travelled to drupa. Unlike most of the hoards in attendance, Karen was there to visit with her counterparts from the US and UK in particular, and to also discover the trends and activities at the show that can influence the Australian events GAMAA hosts including next year's PacPrint09.

"The value for GAMAA in attending drupa can be seen on a number of levels," says Karen. "We work in a global community and it is fantastic to be able to tap into the research and other activities that our colleagues — NPES in the US and PICON in the UK — undertake. The US and UK are very different markets, but mature print markets like Australia. We certainly can benefit from the collective learning in these markets and part of my trip involved meeting with these associations to talk about trends in research, market development and networking."

"Networking is one of the most valuable aspects of a trade show. Certainly the bulk of visitors come to look at products and solutions, but providing a range of networking opportunities enhances the experience and may encourage greater dialogue and encourage people to stay longer at the show."

"At drupa there were lots of activities to bring people together. Outside of the traditional BBQs, dinners and other social activities there was the Innovation Parc and The Cube where print buyers could meet and listen to speakers from the creative departments of marketing and ad agencies."

"There was a real effort this year to attract the print buyers (purchasers). In addition to the general show's push for this market the exhibitors also made a concerted effort to attract this segment of the market to great effect."

"The sheer scale of drupa is something to behold. Whereas PacPrint09 is a different show I think that some of the innovations we saw at drupa will influence what visitors will see next year."

At drupa GAMAA also hosted a luncheon for the GAMAA/LIA Scholarship recipients "which gave us an opportunity to further demonstrate our support".



During drupa Karen (seated first on right) hosted a luncheon for the recipients of the GAMAA/LIA Scholarship - 2005's Ben Hickey (seated left) and 2007's Sarah Thomas (standing)

## GAMAA'S FINAL WORKSHOP FOR 2008

### Ordinary People - Extraordinary Performance

[www.gamaa.net.au/workshops](http://www.gamaa.net.au/workshops)

In July GAMAA hosted two successful workshops Branding for Corporate Success in Sydney and Winning Negotiations in Melbourne.

The final workshop for the year is the two and a half day residential workshop in October in Sydney; Ordinary People—Extraordinary Performance.

#### **Programme Focus**

The influx of technological improvements in the graphic arts industry has resulted in significant change within the operations function of companies.

This shift can cause misalignment between the operations function and other divisions within an organisation. It has not only altered the skills and competencies needed in the operations function but also the capabilities and frameworks to manage this new environment. Many companies in the industry are ill-equipped to manage the change process necessary to transition from yesterday's solutions to tomorrow's winning formula.

This programme is designed to help you understand the changing environment and to equip you with tools and frameworks to effectively manage in this new space. It will also focus on developing the important art that many of us struggle with, communicating with impact.

#### **Programme Benefits:**

##### **Operations & Strategy:**

- Develop a clear understanding of how to integrate the operations function with the organisation's strategy and customers;
- Learn how to turn your vision/strategy into action through effective operations, and learn how to sustain your success model over time
- Understand how to manage the change process required to thrive in today's rapidly
- evolving environment
- Recognise how culture is developed, how to effectively manage it, and how it links to the change process

##### **Communicating with Impact:**

To build your ability to communicate with impact, the workshop will focus on:

- Dealing with anxiety and reflecting calm (gaining control of the inner critic)
- Knowing your audience and responding to their needs
- The benefits of rehearsing, finding your voice and impactful stance
- Thinking on your feet
- Making your message memorable and impactful

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