

## **Professional Schools Photographers Association**

### **PSPA UK Conference 2010**

**Monday 5<sup>th</sup> July 2010**

**Hellidon Lakes Hotel, Daventry.**

Conference topics include:

#### **Copyright Law.**

Changes to copyright licensing were announced in the Queen's speech to parliament and in the report on Digital Britain could. If the recommendations are adopted, it could mean important changes in the way copyright is viewed and used (or abused) especially relating to non-commercial use and so-called orphan works. PSPA UK 2010 will bring you the latest news on this important topic.

#### **CRB checks.**

What effect will the latest news on the application of CRB checks have on the schools photographer? Will you be affected by VBS and ISA ? What steps do you need to take now? We ask a speaker from the CRB to update us on the latest requirements.

#### **Schools photography internationally.**

Guest speakers from France, Norway and Sweden share with us their ways to market school photo day before the event and maximise take up after the shoot.

Speakers: Cyril Bodard from Studio ABC 2000 in France, Morten Oyas from Novea in Norway, and Stefan Wallin from Q fotolab in Sweden

**Using your web site.** Are you getting the most from your website? Do you have a facebook page? Are you using all the marketing and communicating tools that the internet provides? Learn how to use social networking sites and to market your services, sharpen your targeting and increase yield. Speaker: Darron Hartas from WPS media.

#### **Times change. Why have set packs from one image?**

Why indeed?!. Steve Parker introduces a flexible system which gives the parents what they want and he shares the results with you. Speaker: Steve Parker from Order My Photos.

**Work flow in schools and event photography.** A look at the latest technology including facial recognition software.

**Green Screen.** Previous conferences on this subject have led one to think "not yet". But advances in technology may now mean that it is a viable proposition. The conference will compare different ways of utilising the technology, either in-house or outsourced and provide information on the benefits that can accrue from offering it. Speakers: Ken Rourke, K&S Rourke Ltd, Robin Henderson, Halse Systems.

**Market Research.** How do schools view the schools photographer? We present the results of a survey of schools undertaken in Spring this year.

**Trade Show.** The supplier centre will feature the major suppliers in the market showing their latest products and services including the latest ideas on photo merchandise and personalised print products.

The conference is just £40 for the complete day. To register call Tracey at the PSPA UK office on 01438 840 367 or email [tchapman@pmai.org](mailto:tchapman@pmai.org) .

And for relaxation and networking...Participants in the 2008 conference will remember the PSPA Ten Pin Bowling Challenge at the hotel's own bowling alley. We're having a rematch this year on the Sunday evening 4<sup>th</sup> July from 5.00pm to 8.00 pm, offering some exercise before you have dinner with your colleagues. Participation is free and there are valuable prizes including the coveted PSPA Ten Pin challenge award.

A special overnight bed and breakfast rate of £75 has been negotiated with the hotel, please quote PMA when you book direct with the hotel on 01 327 262 550.