

PROFOTO '79

Our congratulations are extended to the IAP QLD division on the successful running of its state conference, "Profoto '79".

The Park Royal Motor Inn was the choice of venue for the conference and enhanced the professional approach adopted by the IAP-QLD State Council, the benefits of which were shared by members and the trade exhibitors alike.

Proceedings commenced at 9am on Sunday with registration for the IAP members and the opening of the trade show.

Twelve photographic companies staged a trade exhibition for the benefit of the 110 members who registered for the conference.



A pause during the setting up of the trade exhibition by our Queensland crew.

The trade display was open all day from 9am through to 7pm. The only breaks were for the official opening address from Federal President, Ian McKenzie, followed by a lecture on the art of marketing by NSW photographer Robert Bignall.

Bob, sponsored to speak at the conference by Kayell, startled a number of his fellow members with his talk on how to turn over \$120,000 from home. His frank approach to marketing was most interesting and highlighted the necessity to devote more time to marketing, if bigger profits are to be made.

Sunday night was a night off for the IAP members, but the trade were not so lucky. Following an active advertising programme, Sunday night was open to amateur photographers who were invited to attend the exhibit to view the latest photographic equipment. As an added bonus, the IAP arranged for three of their members to give impromptu lectures in the art of photography. Everyone's efforts were rewarded by the amazing attendance experienced. Some 163 amateur photographers turned up and were by no means disappointed.



Monday was back to a more serious note with an intensive programme of lectures throughout the day and continued on Tuesday. Joy Henry of New Zealand was the main speaker on Tuesday and her lecture on the approach to child photography was of major interest.

The conference closed on Tuesday with the President's dinner being the finale to a mighty successful conference.



Robert Bignell (right), a Kayell sponsored speaker at Profoto '79, discusses the Windlewood frames with Darby West.