

SIGNMAKERS

CONFERENCE

CREATE, MAKE & INNOVATE

AUCKLAND 2023

05
JULY
07



Welcome

At this conference we wanted to offer a platform to bring together both Sign and Print businesses, reflecting the all-inclusive opportunities that bring combined learning and networking together alongside the Sign + Print Expo. We know that both industries align in similar aspects, so being able to provide the moments for the discussions, highlighting the points of differences and exposing better understanding of each industry can only produce more positive future outcomes as we will continue to work within each others industries now and the future.

cohesive

DIGITAL SIGNS

total

PSP MATERIALS PRODUCTS SOLUTIONS

AARQUEGROUP PARTNER OF CHOICE

DecraStrip[®] Sign and Graphic Supplies

3M

Computaleta

Visual Connections

AdviceFinancial

hp

AXIS

MULFORD PLASTICS delivering excellence

specialized lighting concepts

Peek Exhibition design & display since 1977

wholesaleprint

Resene the paint the professionals use

GENERAL FORMULATIONS

Roland

IMAGE MAGAZINES

NZP New Zealand Printer

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Day 1

WEDNESDAY 5 JULY

- 12.00pm Registration Desk Open**
The Sebel. Registration closes at 2pm.
- 2.00pm Registration Desk Open**
Due Drop Event Centre. Registration closes at 4pm.
- 2.30pm Transport – Pickup @ Sebel**
- 3.00pm Transport – Pickup @ Sebel**
To pick up conference delegates to drop off at Due Drop Centre. The Sebel is only a 700 metre walk to Due Drop Centre.
- 3.30pm NZSDA, AGM @ Due Drop Centre**
AGM will cover an election of roles, association highlights of 2022, membership updates and financial statements and lastly the 2023 Association vision and goals.
- 4.45pm Expo Exposed @ Due Drop Centre**
'Meet, greet, and eat' event where Conference delegates will be the first to get a preview of the supplier stands, get to rub shoulders with key stake holders and decision makers of aligning industries, such as architects, designers, engineers, and construction, plus vote for the best stand award, announced at the end of the evening.
- 8.00pm Transport – Pickup @ Due Drop Centre**
For delegates to drop off at The Sebel Times 8.00pm and 8.30pm

Day 2

THURSDAY 6 JULY

- 9.00am Transport – Pickup @ The Sebel**
- 10.00am Site visit @ SCG**
The most sustainable printing company in NZ and this has been recognised with multiple environmental business awards.
- 12.30pm Fork & Talk with Simon van Velthoovan Royal New Zealand Yacht Squadron**
Simon is widely known for his explosive speed and long sprint and was recruited by Emirates Team New Zealand to provide the power that allowed the Catamaran to be so competitive in Bermuda and ultimately bring the home the cup.
- 2.00pm Site Visit @ RD (Retail Dimension)**
RD is a large business that covers every dimension of retail, from design, manufacturing to fit-out, signage and technology. They are trusted nationwide and internationally to produce powerful and rewarding retail experiences.
- 5.00pm Transport – Drop off @ The Sebel**
- 5.00pm FREE NIGHT**

TOP 3 REASONS TO ATTEND

Site visits to manufacturing businesses that lead with innovative technologies.

Hear from a diverse line up of experts on key challenges businesses face today.

Opportunities to connect with aligning industries through social industry evenings.

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Day 3

FRIDAY 7 JULY

8.30am Transport – Pickup @ The Sebel

9.00am Sustainability Story Telling

Wright Communications – Harry Willis

- Simple steps for your business to communicate sustainability without greenwashing
- Using and formulating ESG (Environmental, Social, Governance) to build your reputation and brand.
- Walk the Talk – Embracing sustainability into your communication.

9.45am Morning Tea

10.00am AI, Chat Bots and Everything in between

Spacetime – Alex Bartley Catt

- The Relevance of using AI in work and life, its here to help, so lets explore.
- Deep dive into Trends & Benefits such as creation of copy, images, plans
- How AI can Improve your processes
- Bringing it all together on how to get started with AI

10.50am The Fine Line between Appreciation and Appropriation with Maori Values

Maurea Consulting Ltd, Donna Tamaariki

- Embracing tikanga (Māori customary practices or behaviors) into aspects of communication and planning for your businesses and corporate and community clients.
- Developing cultural competence within your internal teams.
- Understanding how to navigate tikanga in relation to signage rebranding.

11.30am Why Short Form Video has become a Dominant Method of Storytelling

OMD New Zealand – Alisha Dixon

- Building a presence on dominant social media platforms
- Tapping into trends by creating effective video
- Creating story telling that generates leads

12.00pm Speaker Sessions Conclude

12.30pm Expo Live

Exhibitors special promotions and onsite deals
Wrap Challenge Finals 12-2pm
Kiwi Van Wrap Battle 11-4pm

12.30pm Transport - Pick up Due Drop Event Centre

Drop off at The Sebel

Times: 1.00pm, 1.30pm, 4.00pm and 4.30pm

5.30pm Transport – Pick up @ The Sebel

6.30pm Closing of Conference – Tour & Dinner

Weta Workshop Unleashed, Sky City

Step into the wonderfully crazy world of 'Weta Unleashed' with a guided walk through tour of the workshop projects. Dinner to be served in the Uncorked room surrounded by stunning creations from movies of past and present. Cash Bar.

10.30pm Transport – Pickup @ Sky City

Drop off at The Sebel



Register Now!

Booking Options	Member	Non Member	Partner
Full Package	\$1,500 +GST	\$1,750 +GST	\$700 +GST
Activities Package	\$700 +GST	\$950 +GST	\$700 +GST
Single Day Event	\$180 +GST	\$210 +GST	\$180 +GST
One Event Package	\$350 +GST	\$450 +GST	\$350 +GST

To register email melissa@nzstda.org.nz or call **027 437 6001**

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