



NEWS RELEASE

BAPC 2009 Conference – A Magical Mystery Tour

The brochure promoting the BAPC's Conference over the weekend of 6th November at The Crown Plaza hotel, Marlow posed a number of questions relevant to the industry today and certainly the event provided many of the answers.

The weekend began with entertainment from the off-the-wall duo of Stewart Collins and "Harry" who really got the event off to a flying start particularly with their unusual rendition of Nessun Dorma and after an hour of music and fun they had the audience baying for more.

Saturday morning saw the beginning of the serious business and following an opening welcome and address by BAPC Chairman Sidney Bobb the host for the day Declan Curry took to the stage. Declan set the tone for the day and certainly kept things moving.

Nick Devine, the print coach was introduced and he clearly illustrated the issues facing businesses who have a desire to improve their sales and he provided a myriad of hints, tips and suggestions on how to add creativity into their businesses.

No sooner had participants absorbed Nick's words of wisdom and encouragement when industry stalwart Pete Lancaster took to the stage. He showed how technology has changed thorough the years and through some crystal ball gazing gave delegates an insight into the future highlighting the growing influence of social media. Time seemed to fly and following a well deserved break for lunch Declan introduced former ladies Rally champion Penny Mallory. Penny explained her background and showed the audience how to focus on achieving both personal business successes

It was now time for words of wisdom from international consultant Chris Jordan who demonstrated the importance of branding even for the most modest of businesses. He used a number of companies, large and small who had developed and changed their brand and explained that a brand was not just a fancy logo but was the key to the image and ethos of any business.

Throughout the day Beatles music was played in the background and when Mike Southon took to the stage the reason for this became clear. Mike opined that the most effective brand in the world was the Beatles and showed through their songs some important business messages. Apart from being highly entertaining delegates soon realised the seriousness of the message.

Those present were certainly ready for a break and the BAPC allowed everyone the opportunity to mix with each other at a free bar.

It was then time to freshen up and get ready for the Gala Dinner and Awards Ceremony and again Sidney Bobb welcomed all and thanked the many sponsors who had made the heavily subsidised event possible.

Following a fine meal the Awards Ceremony took place with Konica Minolta appointed as Supplier of the Year and Kodak's Prinergy Evo Workflow System selected as Product of the Year. Both these awards were voted on by printers attending the conference.

Dale Wallis of the BPIF took to the stage as a judge for the next BAPC award. Dale explained that from the many entries for Environmental Printer of the Year there was one clear winner – Cambrian Printers and Carrick Wilkie from Cambrian graciously accepted the award.

Tony Kenton, Honorary Treasurer of the BAPC presented the award for Business of the Year and mentioned that despite the economic climate the BAPC had more entries in this section than ever before. Tony announced that the winner was Repopoint and presented the award to Alex North.

The Deputy Chairman of the BAPC Freddie Kienzler, announced that they were going to recognise an individual who had provided outstanding service not only to the BAPC but also to the Industry and, much to the delight of the audience, announced that Richard Senior Managing Director of Duraweld had been bestowed with Life Membership of the BAPC.

It was now time for some entertainment and the hilarious Brendan Healy took to the stage, he had the audience in the palm of his hand and many left the room with sides aching from laughter.

It was generally agreed that this was not only one of the most effective and relevant BAPC conferences ever held but was amongst the best events arranged for the UK print industry.

Tony Honnor, BAPC Association Director commented. "We had a feeling that the 2009 Conference would be good but had certainly not prepared ourselves for the extent of the praise and congratulations we have received from delegates of the industry. We certainly have set ourselves a major task if in 2010 we can equal this year's achievement."