

Unleash your creativity

“Covers all aspects of digital imaging”

The Imaging and Digital Entertainment Association – IDEA Australia – has booked a raft of media promotions for September’s “The Digital Show” to be held at the Melbourne Exhibition Centre.

Under the theme “Unleash Your Creativity,” The Digital Show reaches out to both professional and consumer digital imaging enthusiasts and is supported by such big brand names as Canon, Nikon, Epson, Fujifilm, Olympus, GoPro and Leica. The event covers all aspects of digital imaging starting with lighting, capture, editing and printing.

“So many people are now enjoying high quality digital image capture at every level, we need to reach them at street level and encourage them to

come along to The Digital Show where they can learn from speakers and get hands-on with new technologies that expand the digital experience into previously unexplored realms,” says James Murray President of IDEA.

Booked so far are: 40 x radio spots in a combination of pre-recorded and live interviews; 50 Adshel posters in the week prior to opening, in strategic high-traffic Melbourne and South Melbourne locations; 40 Tram-side posters on Melbourne city square trams; mobile Cycad scooter ads; together with magazine advertising, website banner links and in-store promotion by major photographic retailers.

“It’s an action-packed three days,” says James Murray: “and we aim to break all attendance records for what was

previously called the Photo & Imaging Show. Along with the very latest imaging technology, there will be a 200-seat theater with educational presentations for the duration of the show and attendees can also see the Canon AIPP Australian Professional Photography Awards that will be run during the show and are able to be viewed by the public. The level of media and outdoor promotion will bring the crowds flocking to the Melbourne Exhibition Centre where they will be amazed at the creative possibilities of the new breed of digital imaging.”

The Digital Show takes place at the Melbourne Exhibition Centre from 13-15 September. To save paying \$20 at the door please pre-register at thedigitalshow.com.au/free-preregistration/



Girls day out

Are you in serious need of a ‘girly day’? Well call all you girlfriends, your mother, sisters, daughters; the ‘Girls Only Festival’ is coming back to Melbourne for another big weekend.

Celebrating women of all ages, the GO Festival is about inspiring, relaxing, entertaining Australian women, and drawing everyone altogether for a well-deserved day off.

This event is 100% designed by women for women. GO Festival founder and Wishful Events director Susan is an event planner extraordinaire. Being a mum herself, Susan was motivated to plan the GO Festival, after seeing how women sacrifice for their family and friends. Women are naturally givers, and deserve a day off for some much needed ‘me’ time.



“Women are doing such an amazing job juggling careers and family and need a day to relax and celebrate their achievements. It is amazing that even with busy careers many women are still looking after most of the house duties also.” Susan says.

Women will be given the chance to indulge in a free massage, attend a cooking class, trial a fitness session, be inspired at a workshop,

as well as test free samples. There will also be lots of shopping via amazing stalls, which are mostly female owned businesses and all 100% female orientated.

Activities are free of charge once you are through the doors, making this weekend not only the largest event for women but a very affordable one too. Just bring along some shopping money. 

gofestival.com.au

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Night Market

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from 5.30pm
31 Oct – 19 Dec

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