



## MEDIA

### *Immediate Release*

#### WOMEN IN PRINT 'THINK DIFFERENTLY' IN THE 2022 BREAKFAST SERIES

Women in Print has announced its annual Breakfast Series will focus on 'learning how to think differently' with key note speaker, Lisa Smith, being announced as the headliner for the May 2022 series. The speaking series will focus on empowering women to approach challenges in a different way, by unlocking their innate creativity to solve complex problems simply.

"We have all endured challenging years in recent times, learning how to address these challenges with a different mindset to simplify our problem-solving skills will be a critical tool for future leadership and we wanted all the women across the industry to be empowered with these skills for their professional and personal lives," commented Susan Heaney, Chair, Women in Print.

The breakfast series will explore *Thinking differently*:

- The more expert we become in the way things are (best practice) it's harder to see how things could be (next practice),
- Tapping into creative thinking to push how we approach challenges differently, and
- Unpacking complex problems to simple solutions when implementing change.

The breakfast series will take place in May this year, similar to the 2021 series which despite risk of lockdowns was the most successful series to date with numbers surpassing prior years. Starting with **Brisbane on the 5<sup>th</sup> May, Melbourne on the 6<sup>th</sup> May, Adelaide on the 10<sup>th</sup> May, Perth on the 11<sup>th</sup> May and Sydney on the 12<sup>th</sup> May.**

"Women in Print is an established community and we look to working harder together to collaborate, share and learn. Empowering each other with knowledge and tools through an industry community is an important first step to deepening our female talent and building talent acquisition programs broader than our immediate industry. Partner and Sponsor support is critical to build the Women in Print agenda across the entire twelve months and we are thrilled to be bringing in more supporters this year. I cannot thank all our partners and sponsors enough, without you we couldn't run the series," commented Kellie Northwood, CEO, The Real Media Collective.

Confirmed Partner sponsors for the breakfast series is an impressive line-up including Cactus Imaging, DIC, IVE Group, Heidelberg, Kwik Kopy, Ovato and The Real Media Collective. Confirmed

Associate sponsors include Ball & Doggett, Bottcher Systems, Lamson Paragon, Konica Minolta, Spicers. Industry sponsors include Advance Press, Bright Print Group, Creative Juice SA and Heaney's Performers in Print. Media partners include Sprinter, ProPrint, Australian Printer, Print21, Image Magazine and Visual Impact.

"We are extremely grateful for the continued support of our long-term sponsor partners and are absolutely thrilled to welcome new sponsors to the fold. The investment these companies make year after year greatly assists Women in Print to be able to bring these important events and initiatives to women across our industry," concluded Sandy Aspinall, Deputy Chair, Women in Print.

New sponsors are coming in this year to support the program, in particular returning Partner sponsor, Kwik Kopy, who are committed to female leadership and professional development across their franchise network.

"Kwik Kopy has long been a proud supporter of diversity and inclusivity across the industry and, most specifically, our franchisees. And in perfect timing for the Women in Print Breakfast Series, I am delighted to welcome our incoming chief executive officer, Sonia Shwabsky, who will provide a strong leadership pathway for all women. As a director of Kwik Kopy, I am committed to creating opportunities for diversity across our franchise and we look forward to seeing a strong contingent of Kwik Kopy women attending these great events across the country and learning to 'think differently'," commented Annalise Andrews, Director, Kwik Kopy.

Tickets are on sale now with special sponsor packs still available for tables. Registration and ticket purchases can be made via [www.womeninprint.com.au](http://www.womeninprint.com.au) or direct to [Eventbrite](https://www.eventbrite.com) for State by State bookings.

@womeninprintaus

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## ABOUT

Women in Print is a not-for-profit industry collaboration of women across the print media sector. The independent industry representative body, offers opportunities for women to benefit from Community, Knowledge, Network and Support programs.

Established in 2007, Women in Print is a collaboration of women across the print communications industry. It acts as a support team offering opportunities to network whilst benefiting women from all walks of life, in and around the industry. Our events, webinars and engagement sessions throughout the year provide you with the opportunity to share knowledge, work within a professional community and build support networks for your professional development and growth.

Aligned with likeminded industry associations, locally and internationally, Women in Print provide mentoring, events, resources and support to women in print media across Australia.

Further information: [www.womeninprint.com.au](http://www.womeninprint.com.au)

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