








# BAPLA




## BAPLA Connect Day 1

*Breakout Rooms, Timetable and Programme*

### Breakout Rooms


20/20 Software	 20/20 Software Bringing Media to the Web
akg-images	 akg images
Bridgeman Images	 bridgeman images
British Museum Images	The British Museum
CAPTURE	 capture
Image Quest Marine	 IMAGE QUEST MARINE
Mary Evans Picture Library	MARY EVANS
Nature Picture Library	 nature picture library
PICSEL	 PICSEL
Science Photo Library	SCIENCEphotoLIBRARY

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Shutterstock	
SmartFrame	
Topfoto	

## Timetable

Thursday 7 October 2021 | Starting at 13:45

Day 1	BAPLA Connect: Agencies and suppliers	Time
Main Meeting Room	Zoom meeting opens, attendees arrive	13:45
Main Meeting Room	Intro Session: BAPLA Chair introduces the programme	14:00
Main Meeting Room	<b>Keynote:</b> <i>In-Image Advertising: the future of income growth from online images</i>  <b>Speaker:</b> Joel Miller, SmartFrame  Sponsored by 	14:05-15:05
Main Meeting Room	Break: showreel plays as attendees leave and re-join meeting	15:05-15:15

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Breakout Rooms	Breakout Rooms open for business meetings	15:00-16:30
Main Meeting Room	Wellness Workshop for individuals and teams	15:15-16:15
Main Meeting Room	Break: showreel plays as attendees leave and re-join meeting	16:15-16:25
Main Meeting Room	<p><b>Closing panel:</b> <i>What next for the industry? A discussion with Trade Association representatives</i></p> <p><b>Speakers:</b> Leslie Hughes, DMLA; Christina Vaughan, CEPIC; Isabelle Doran, BAPLA</p> <p><b>Moderator:</b> Dirk Hendrickx, BAPLA Director</p> <p>Sponsored by  </p>	16:25-17:35
Main Meeting Room	<p>Social - <b>COP26</b> presentation by  </p> <p>BAPLA Chair gives closing thanks</p>	17:35-17:45

	International Times	Time
UK	BST (British Summer Time) Start - End	13:45-18:00
European	CET (Central European Time) Start - End	14:45-19:00
USA	EDT (Eastern Day Time) Start - End	08:45-13:00
Asia-Pacific	SGT (Singapore Time) Start - End	20:45-01:00

## Programme

### Keynote

#### *In-Image Advertising: the future of income growth from online images*

Generating income from image licensing is more challenging than ever. Average licensing fees continue to drop, image theft continues to be a problem, free image content is not going away, and we must adapt in order to survive.

But how? And if the money isn't in licensing, where exactly is it?

SmartFrame's image streaming technology provides unprecedented image protection, tracking and control, along with monetisation by way of in-image advertising.

Streaming has already proven itself in the music and film industries among others, and by using this to safeguard images against theft, image owners, publishers and agencies can protect their rights and the values of these assets, while also tapping into the \$455bn that's spent on digital ads each year.

Our technology is already being used by almost 20,000 websites and we are currently working with some of the biggest names in the industry on this revolution. Image streaming is inevitable – and we'll be explaining how you will profit from this.

### Speaker



Joel Miller is the Director of Sales for SmartFrame technologies, an image streaming technology company.

Joel has enjoyed a 30 year career in image licensing and monetization, copyright compliance, content creation, and image streaming technology sales. Previously leading sales teams at The Image Bank NY and Boston (later acquired by Getty Images), The Associated Press as Director of Wide World Photos (Now AP Images), and VP of Sales at both PicScout and ImageRights International, Joel now is working closely with Publishers and Photo Agencies to help protect, enhance, and monetize their image assets with a patented image streaming technology from SmartFrame.

## Closing panel

### *What next for the industry? A discussion with Trade Association representatives*

In 2020 and 2021 businesses in the image industry had to rapidly change and adapt as a result of the pandemic. In addition to these huge challenges, political, social, technological and legislative issues affecting the industry for years remain.

In this session we'll take a look at what's on the horizon from three different perspectives. As ever, it's a balancing act between challenges and opportunities - are these the same in the US, Europe, UK and elsewhere in the world? We'll find out from our panel of leading trade association representatives, what they think is coming, so, as an industry, we can all be one step ahead.

## Speakers

### **Isabelle Doran, Chair, BAPLA**

Isabelle is the current Chair of BAPLA (British Association of Picture Libraries and Agencies) having previously undertaken the role for four years during 2013-2017.

Throughout her career spanning over 25 years, Isabelle has been both a supplier and client - previously working in the design sector, as well as at

several picture libraries, including as a photography graduate at Tony Stone, before it became Getty Images, and Magnum Photos, and previously ran a lifestyle image library, Loupe Images, for 14 years.

She is a strong advocate on copyright and its importance for creators and rightsholders as a means of generating essential income and a way of protecting image content. As BAPLA Chair, Isabelle is also currently a board director (representing Artistic Works) for the British Copyright Council, board representative at the Alliance for IP, and formerly Chair of PICSEL, a collective management organisation for professional image rightsholders.

[britishcopyright.org](http://britishcopyright.org)

[allianceforip.co.uk](http://allianceforip.co.uk)

### **Leslie Hughes, President Chair, DMLA**

Leslie is the founder and CEO of tech start-up, iSPY Technologies, Inc. and two subsidiary organizations: iSPY Visuals and iSPY Education. Also, the current President of the Digital Media Licensing Association.

Ms. Hughes has expertise blending content, creative and technology. She launched iSPY Visuals 3 years ago to address the many challenges creative pros and photo editors face searching for and working with images and video across platforms.

iSPY Visuals is a SaaS platform that connects creatives to more than 30 image providers and gives users a personalized workspace with unlimited storage, unlimited projects, unlimited lightboxes and collaboration tools for working with peers, colleagues and suppliers.

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iSPY will be launching its SaaS platform into the education space with iSPY Education soon to address the booming online education market of users in a complex, underfunded and under-digitized education space.

She was previously the CEO of Imagestate PLC, President of Corbis Images and Corbis Products & Markets Group, CEO of Elisar Technology and the Head of Worldwide Sales for The Image Bank.

Strategy and digital media experience spans start-ups to P&L responsibility for \$100MM+ corporations. Global leadership in the US, UK, France and Hong Kong. Business development and franchise experience in 36 countries with direct operational oversight in 12 countries.

Ms. Hughes has her MBA and is the proud mother of two.

[ispytech.io](http://ispytech.io)

[digitalmedialicensing.org](http://digitalmedialicensing.org)

**Christina Vaughan, Founder & CEO, Image Source, Chair, CEPIC**

Christina is the Founder and CEO of the Image Source Group, a leading international provider of premium stock and video imagery available.

Christina has previously served as CEPIC President between 2009 and 2013 and returns as Chair of CEPIC providing her international experience, knowledge and understanding of CEPIC, EU lobbying and her global network.

With over 2 decades of experience in the industry and having also worked in the music licensing industry,

Christina combines wisdom and experience with fresh energy and an ability to reach out to new audiences and international partners.

Image Source is long time member of BAPLA, UK, and a member of honour of SNAPIG, France.

[imagesource.com](http://imagesource.com)

[cepic.org](http://cepic.org)

## Wellness Workshop

### *Futureproofing your health and wellbeing for the workplace*

Your mental and physical health is the foundation of your wellbeing but also crucial to the productivity and success of your employees and business.

During this interview with health expert Julie Deeks, we'll discuss what type of techniques help you improve your mental and physical wellbeing. How we can get ahead by improving our mental agility and re-energising our brain health as well as our bodies? How can we proactively stimulate our brains and bodies to feel more empowered so that we can develop recovery plans and build back? We'll also talk about how to sustain these methods. Plus, there will be useful tips and tricks to keep you going.

### **Martin Doran is a former healthcare professional (DC MSc MRCS)**

Martin worked as a chiropractor in private practice for 15 years in Hertfordshire, London and Bristol

Over the years Martin has worked with notable neuro surgeons in North London treating complex musculo-skeletal conditions, and has treated and advised a great many people including stars of music, TV and screen.