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Keynote Panel: Top Trends Impacting the Industry — and How PSPs are Reacting



Moderator

Denise M. Gustavson
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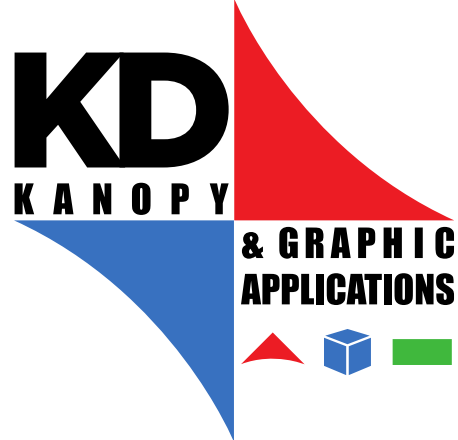
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Vice President, Sales
KD Kanopy



Buddy Kramber
Vice President, Operations
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David Perkinson
President
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John Rhodes
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Question 1

Operating cost inflation, labor shortages, and pressure on margins continue to be significant challenges for wide-format PSPs.

How are you addressing these challenges in your business to remain market competitive and achieve sustainable growth?

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Question 2

Sustainability is something we hear a great deal of these days on the equipment side, but what are you seeing from customers?

Are customers willing to pay more for a sustainably-produced project? Are they willing to pay more for sustainable media?

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Question 3

As the world continues to reopen, how has your go-to-market strategy changed to capitalize on the pent-up demand and opportunities in the markets you serve as well as new ones?

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Question 4

How do you measure the total cost of ownership of equipment purchases today?

What factors need to be considered when investing in a new piece of equipment other than the initial upfront cost of the machine?

Bonus Question

What is the biggest surprise to your business in the last year that was unforeseen by most of your team?

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