

**PRESS RELEASE**  
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## **Imaging World 2025: Profi Summit**

**Inspiration. Innovation. Interaction.**

**From October 10 to 12, 2025, IMAGING WORLD will celebrate its premiere in Nuremberg – a festival event showcasing photography, video, and content creation in all their creative diversity. A special highlight will be the Profi Summit on October 11 under the motto “*Create & Connect*”, this top-class conference format will provide creative professionals with inspiration, knowledge sharing, and networking at the highest level.**

### **From Tradition to New Format**

The event builds on the successful tradition of the *Creative Content Conference* and brings it into a new format. While the IMAGING WORLD festival, with over 100 brands, hands-on playgrounds, and interactive workshops, appeals to all photo and video enthusiasts, the Profi Summit is specifically designed for professionals working with photographic and cinematic content. The conference promises profound insights into the future of image production – from creative trends and legal challenges to new business models.

### **AI, Creativity, and Psychology**

The Profi Summit will address the major questions currently shaping the industry: What does the rapid progress in artificial intelligence mean for creative work? How is the role of the photographer changing? What legal frameworks must be considered when AI-generated content becomes part of professional workflows?

Speakers include renowned experts such as Konrad J. Schmidt, who will discuss media misconceptions about AI in his talk “*GenAI – Why We’re Talking About the Wrong*”

*Topics*”, and Joachim Feigl from the Institute of Photo Psychology, who will analyze the psychological mechanisms of imagery. Det Kempke will tackle the personal question “*What Does AI Do to My Photography?*”, while Simon Puschmann demonstrates how sound and moving images expand traditional photography.

### **Art, Coaching, and Collective Experience**

Artistic and conceptual topics also have a firm place in the program. Franziska Walther, Mind Artist and Coach, will explore the visual self-image and the power of analog photography in inner dialogue. Monica Menez and Ivonne Veith, with *Promptly News*, will show how fashion photography and AI image generation can intertwine creatively. Members of the Female Photoclub, Leah Bethmann and Natalia Carstens, will advocate for lived networks as a counterbalance to technologization, reminding us that photography is more than just a product of algorithms.

### **Practical and Legally Grounded**

Beyond inspiration and artistic input, the Profi Summit stands for concrete knowledge transfer. Rüdiger Glatz will share his experiences with digital art sales via Shopify and WhiteWall. Award-winning documentary filmmaker David Klammer will give a compact lecture on how photographers can transition to moving images. Finally, copyright lawyer Sebastian Deubelli will shed light on the legal complexities surrounding AI-generated works with his provocative talk “*AI kills Creativity!?*”.

### **Highlight: Panel “Frame the Future”**

The conference day will conclude with the high-profile panel discussion “*Frame the Future*”, featuring Boris Eldagsen, Monica Menez, Simon Puschmann, and Konrad J. Schmidt. The discussion will explore nothing less than the future of visual culture – between prompt-generated imagery, real-life experience, and a renewed awareness of the value of authentic photography.

### **Tickets & Participation**

Participation in the Profi Summit is open not only to industry professionals but also to photography enthusiasts. However, spots are limited, so early reservation is recommended.

Admission to IMAGING WORLD is included in the Profi Summit ticket fee. Tickets are available in pre-sale for **€100**, later for **€120**. Included is a **€10 food & beverage voucher** for the Profi Lounge, hosted under the motto “*MEET THE PROFESSIONALS*” – known from the former photokina. Leading organizations from the professional scene will be represented here.

Further details on registration, speakers, and the full program can be found at [www.imagingworld.de/en](http://www.imagingworld.de/en)