

Back to Basics

Saturday, February 2, 2008

Free to paid PPM Registrants

\$99 Registration for non-members

Join us for a day of intensive training. Each photographer has the photographic degrees that prove their level of artistry and experience. They have the desire to share their expertise with anyone who is ready to take their photography above and beyond what they are doing now. If you are new to the business of photography, these programs are not to be missed. If you have been a photographer for years and are ready for a refresher course, these programs are also for you.

The Basics of Great Lighting

Mark Allen 8:30am - 10:00am

Explore the different lighting techniques, patterns and ratios with one of the state's top photographic instructors. Learn how to recognize light patterns, understand light ratios and proper exposure for the different types of lighting.

Facial Analysis

Linda Houston 10:15am - 11:45am

Learn to evaluate your client's facial features so that you can pose and light it properly for the most flattering image.

Marketing and Sales

Lori Craft 2:15 pm - 3:45 pm

Lori is going to share the basics for those of you who are just starting down the road of owning your own portrait studio. The program will cover marketing your studio, selling your portraits for a profit, and how to present yourself so your business stands out in your community.

Everything you wanted to know about Print Competition... but were afraid to ask

Kathy Falls 4 pm - 5:15pm

Kathy will show you what the different requirements are for each different type of category, what the jurors look for, how print competition can improve your work, and why your business will grow because of it.

Saturday, February 2

8:30am - ? Print Competition

8:30am - 10am **Mark Allen - Basic Lighting**

Learn studio lighting as well as understanding how to see light

9am - noon **Lori Nordstrom**

KISS & Tell

Join us for a look at Lori's non-traditional approach to photography, marketing, and the client experience. Whether you are just starting out, or ready for a new direction, get ready for a boost of inspiration as Lori shares with you ways to keep your passion at the core of all you do.



We will explore:

- finding your niche market
- defining your marketing personality
- marketing that works
- product development & presentation
- the client experience from start to finish

10:15am - 11:45am **Linda Houston-**

Facial Analysis

Fine tune your portraits

1pm - 1:45pm New member orientation

2pm - 5pm **Lori Nordstrom - (con't)**

2:15pm - 3:45pm **Lori Craft-**

Marketing and Sales

Great marketing ideas as well as how to determine your selling price.

4pm-5:15pm **Kathy Falls- All You Wanted to Know About Print Competition but Were Afraid to Ask.**

6pm - 8pm **GLIP Auction**

8pm -10pm Convention Kick Off Party in the trade show

New member recognition

Ice cream Social in **Trade Show** (dedicated Trade Show)

10pm -midnight Hospitality Gathering

Sunday, February 3

7am - 8:30am **David Deutsch - Weddings**

David has the ability to look beyond the camera and into the lives of those he is photographing.

It is his purpose to capture and tell the "relationship story" of those being photographed.

8:30am - 9:15am **Worship Service**

9:30am - 12:30pm **Mark Garber & Jennifer Gilman**

The Secret

Let's face it, photography and the business of photography has changed forever. Digital is here to stay and has opened a Pandora's Box.

So how can you successfully compete in a game where the rules are always changing? We will show you the

secret to set up your studio for success.

11-4pm **Trade show/print display** (12:30 - 2:30 dedicated)

2:30pm - 5pm **James Lersch - High School Seniors My Way**

Jim will show you how to adapt your lighting techniques

to create extremely creative senior images. Jim will also demonstrate how his theory of spending one-on-one time with the students and his unusual techniques have provided him with a leading edge that is creating a demand with High School Seniors.

3:30pm - 5:30pm **Tina Provencher Marketing and Success Secrets**

How to master the art of marketing. For the photographer as well as their staff.

5:45pm **Super Bowl Party**

8pm-11pm **Digital Cafe'**

10pm - 1am **Hospitality Gathering**



Monday, February 4

7am - 8:30am **Panel Discussion**

Deb Trombly - Children

Jackie Palmer - Seniors

David Boyce - Weddings

8:30am - 9:15am **Annual Membership Meeting**

9:30am - noon **Rob Provencher & James Hodgins**



Hold on to your hats and hang on for the ride, we're taking no prisoners. These two guys have become known throughout the world for their fast paced, no-nonsense, shoot-from-the-hip and humorous presentation style. Fast paced yet insightful, you'll leave this program with more ideas, tips and strategies than your brain will allow you to cram inside.

11am-3pm **Trade Show/print display** (12 - 3 dedicated)



3pm - 5pm **Rob Provencher & James Hodgins (con't)**

6:30pm - 7:30pm **Social hour**

7:30pm - 10:30pm **Awards Banquet**

10:30pm - 1am **Hospitality Gathering**

Tuesday, February 5

7:00am - 8:45am **David Humphrey - Seniors Break the Mold and Break the Bank!**

Whether you are just starting out or an established studio, David will share with you his formula for success.

9am - 3:15pm **Liana Lehman -**

Weddings- For Love or Money?

Tired of spending your time behind the computer with a never-ending workflow? Wanting to take pictures that WOW!? Liana will help you take your photography back to the basics, getting better images right out of your camera - minimizing the time you need to spend in post-production through a simplified workflow and smart outsourcing.

