



FOR IMMEDIATE RELEASE

WPPI Announces Speakers for Its First-Ever WPPI U

New university-style, two-day Photography 101 course for emerging professional photographers takes place during WPPI 2011

Los Angeles, CA (January 14, 2010) – Wedding & Portrait Photographers International (WPPI) announces its speaker and instructor line-up for its first-ever **WPPI U** – a university-style, two-day workshop providing the fundamentals of photography to help today's up-and-coming photographers not only strengthen their shooting skills, but also learn how to be successful in their business and marketing practices.

Scheduled to speak to and teach up-and-coming professional photographers at WPPI U are renowned Professional Photographers Jerry Ghionis, Joe McNally, Tim Meyer, Jason Aten, Julianne Kost, Cliff Mautner, Doug Gordon and Scott & Adina Hayne. In addition, WPPI attendees will have the opportunity to attend Law School for Photographers with Craig Heidemann and participate in a Portfolio Review.

"WPPI U features classes and programs that are essential for any photographer entering into a new photography business," said George Varanakis, WPPI's Group Publisher and Executive Vice President. "Not only will attendees learn some basics of photography from lighting and posing to postproduction of digital images, they will also learn about key business, marketing and legal tools as it relates to running their own business."

The annual WPPI 2011 Convention and Trade Show will take place February 17-24, 2011 in Las Vegas, NV. The WPPI U Opening Program with Jerry Ghionis will take place on Friday evening, February 18th. The one-and-a-half day WPPI U workshop begins on Saturday, February 19 and runs through Sunday morning, February 20, 2011 during the WPPI 2011 annual convention at the MGM Grand in Las Vegas.

WPPI U classes will include:

- "Lighting and Posing" with Tim Meyer
- "Starting Out Right: Top 10 Things for Your First 2 Years" with Jason Aten
- "Business 101 – Law School for Photographers: The Essential Legal Workflow" with Craig Heidemann
- "Lightroom 3 – A Step-by-Step Workflow for Beginners" with Julianne Kost
- "Business/Marketing Panel" with Scott & Adina Hayne
- Portfolio Review and more

-more-

Attendees will receive a certificate of completion from WPPI and a WPPI U T-shirt. WPPI U will continue to educate photographers online in a webinar format following the 2011 Convention. For more information about WPPI 2011 and all of its workshops and events, please visit:

<http://www.wppionline.com/storage/2011/home.html>

The registration rate for the two-day WPPI U program is \$119. The registration rate for access to the WPPI 2011 Convention and Trade Show is \$259 for members and \$399 for non-members.

WPPI is the largest annual expo and conference in the United States for professional photographers. Last year, more than 14,000 professional photographers gather in Las Vegas, NV, to learn from the best and see the latest and greatest products from the hundreds of exhibitors that participate in the trade show.

About WPPI

Wedding & Portrait Photographers International (WPPI) is an organization that serves the educational and business needs of wedding and portrait photographers. Celebrating its 30th convention anniversary in 2010, WPPI is a professional organization that exists to help member photographers by providing them with exclusive information, programs and professional services to assist with their photographic artistry and business needs. WPPI routinely supplies its members with new benefits and valuable industry information enabling them to compete effectively, especially in tough economic times. WPPI membership gives photographers the resources they need to succeed and the tools they require to build and develop a strong personal support network.

In 2010, WPPI completed its 30th annual Convention and Trade Show, drawing over 14,000 attendees and 320 exhibitors to its convention space in the MGM Grand Hotel in Las Vegas. For more information visit: www.wppionline.com.

#

Contact:

George Varanakos
Rangefinder Publishing/WPPI
310-846-4770, ext. 324
gvaranakos@rfpublishing.com

Steve Rosenbaum/Leigh Nofi
S.I.R. Marketing Communications, Inc.
631-757-5665
sir@sironline.com / leighnofi@sironline.com