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## **WPPI Announces WPPI U Speakers**

*University-style, two-day Photography 101 course for emerging professional photographers takes place during WPPI 2012*

**Hollywood, CA (January 19, 2012)** – [Wedding & Portrait Photographers International](http://www.wppionline.com) (WPPI) announces today its speaker and instructor line-up for [WPPI U](http://www.wppionline.com) taking place February 17-18<sup>th</sup> at WPPI 2012 in Las Vegas. This university-style, two-day workshop provides the fundamentals of photography to help today's up-and-coming photographers strengthen their shooting skills and learn how to be successful in their business and marketing practices.

Scheduled to teach at WPPI U are renowned Professional Photographers Sondra Ayers & Jerry Deck, Lindsey Adler, Sal Cincotta, Tony Corbell, Jerry Ghionis, Doug Gordon, Tamara Lackey, Craig Heidemann, Julieanne Kost, Tim Meyer and Sue Bryce.

"WPPI U was an astounding success when first introduced in 2011 and we are thrilled to bring it back this year," said George Varanakos, WPPI's Show Director and Publisher. "WPPI U classes and programs are perfect for any photographer entering into a new photography business. 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 and marketing tools as it relates to running their own business."

All WPPI 2012 classes, events and trade show will take place at the MGM Grand in Las Vegas, NV, from February 16-23, 2012. WPPI U will take place on Friday, February 17<sup>th</sup> and Saturday, February 18<sup>th</sup> during the WPPI 2012 annual convention.

Featuring 12 guest instructors, WPPI U classes will include topics such as:

- Lighting and Posing
- Business and Accounting
- Marketing
- Postproduction (Lightroom and Photoshop)
- Social Media
- Wedding and Portrait (children and pets)

Each class is two hours and a Portfolio Review and Reception for participants will be hosted at the conclusion of the first day. Attendees will receive a certificate of completion from WPPI and a WPPI U T-shirt. The advance-purchase price for WPPI U is \$139 for the two-day program.

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WPPI U sponsors include: Nikon, Doug Gordon Workshops, WHCC, Black River Imaging, Adorama, Animoto, ASUKA Book, Song Freedom, B & H Photo, Renaissance Albums, Unique Photo, ProDPI, Buzzworthy Success, Kodak, Sigma, H&H, and Adobe.

For more information about WPPI 2012 and all of its workshops and events, please visit:  
<http://www.wppionline.com/wppi-show.shtml>

WPPI is the biggest show in the world for wedding and portrait photographers. Last year, more than 16,000 professional photographers gathered 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.

Popular programs and events like WPPI U, Launch Pad, WPPI Plus, Photographers Ignite! and the Awards Night extravaganza, as well as helpful features like Pre-Board, will make WPPI 2012 the most exciting ever.

Registration for all WPPI 2012 classes, workshops, events and the trade show is open now: <http://www.wppionline.com/show/register.shtml>. The Full Registration pass is \$275 for WPPI members and \$399 for non-WPPI members. These rates include one (1) free guest pass, 90 Platform classes to choose from and admission to special evening events and the biggest 3-day trade show for wedding and portrait photographers. For information on class offerings and schedules please visit: <http://www.wppionline.com/show/classes.shtml>

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[www.wppionline.com](http://www.wppionline.com).

### **About WPPI**

Wedding & Portrait Photographers International (WPPI), a division of Nielsen Photo Group, is an organization that serves the educational and business needs of wedding and portrait photographers. 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 succeed in today's active photo market business. 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 2011, WPPI completed its 31st annual Convention and Trade Show, drawing a record-breaking 16,000 attendees and 330 exhibitors to its convention space in the MGM Grand Hotel in Las Vegas. The annual WPPI 2012 Convention and Trade Show is set to take place at the MGM Grand in Las Vegas, NV, from February 16–23, 2012. For more information visit:  
[www.wppionline.com](http://www.wppionline.com).

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