



FOR IMMEDIATE RELEASE

WPPI 2010 Offers Unparalleled Educational Opportunities for Professional Photographers

On Saturday, March 6, 2010, professional photographers can immerse themselves in WPPI's "Business Institute" and "All About Schools" programs

Culver City, CA (January 29, 2010) – Celebrating its 30th anniversary this year, Wedding & Portrait Photographers International (WPPI) is pleased to provide, as always, professional photographers with unparalleled educational opportunities beginning with its Business Institute and All About Schools programs on Saturday, March 6th from 8:00 a.m. – 7:00 p.m.

All WPPI 2010 classes, events and the trade show will take place at the MGM Grand in Las Vegas, NV, from March 4–11, 2010. WPPI is the largest annual expo and conference in the U.S. for professional photographers. Each year more than 11,000 professional photographers gather in Las Vegas, NV, to sharpen their skills, learn from the best and see the latest and greatest products from the hundreds of exhibitors that participate in the trade show.

“For professional photographers looking to thrive in today’s competitive business environment, WPPI is the place for them to learn all they can to succeed,” said George Varanakis, WPPI’s Group Publisher and Executive Vice President. “And our Business Institute and All About Schools programs set the stage for an unforgettable and invaluable experience for photographers from around the world. Photographers who attend WPPI’s educational sessions and programs are sure to leave with an adrenaline rush that will help them put all the good ideas they learned at WPPI to use immediately in their own businesses.”

Registration for WPPI 2010 is available via its newly redesigned convention and trade show website: <http://www.wppionline.com/storage/lasvegas/home.html>, which also includes highlights from the 2009 convention.

WPPI Business Institute – March 6th – Comprised of six sessions, the WPPI Business Institute focuses on the challenges that professional photographers face today and how these challenges can create unique opportunities for growth, success and creativity. It is offered for a standalone price of \$99 or can be purchased as an additional add-on to attendees’ full-convention registration.

Business Institute programs include presentations by professional photographers Mitche Graf and Sandy Puc’, Jennifer Gilman, Matt Hill, Michael Warshall, and Michael and Anna Costa. The

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program will conclude with a team panel discussion moderated by Mitche Graf. For the full day's lineup visit: <http://www.wppionline.com/storage/lasvegas/bi.html>

WPPI All About Schools – March 6th – Perfect for photographers looking to supplement their current income, the WPPI All About Schools programming includes a lineup of speakers that will cover the ABCs of breaking into school, sports and event photography. Topics will include: why professional photographers should consider offering school/sports/event portraits; how to book them; how to shoot them; how to manage volume workflow; and lastly, how to sell your work. It is offered as an add-on to attendees' full-convention registration for FREE. Visit <http://www.wppionline.com/storage/lasvegas/aas.html> to register.

All About Schools programs include sessions by professional photographers Jeff Edwards, Chris Wunder, Randy Brister and Paul Schulz, Pat Cahill and Jeff Locklear, and Ralph Romaguera. For the full day's lineup visit: <http://www.wppionline.com/storage/lasvegas/aas.html>

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 2009, WPPI completed its 29th annual Convention and Trade Show, drawing over 12,000 attendees and 365 exhibitors to its new convention space in the MGM Grand Hotel in Las Vegas. For more information visit: www.wppionline.com.

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