



**FOR IMMEDIATE RELEASE**

## **WPPI Announces WPPI U Speakers**

*University-style, two-day Photography 101 course for emerging professional photographers takes place during WPPI 2013*

New York, NY (February 6, 2013) – [Wedding & Portrait Photographers International](#) (WPPI) announces today its speaker and instructor line-up for WPPI U taking place Friday, March 8<sup>th</sup> and Saturday, March 9<sup>th</sup> at WPPI 2013 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 Jerry Ghionis, Kevin Kubota, Henk Van Kooten, Doug Gordon, Moshe Zusman, Lindsey Adler, JP Elario, Jared Platt, Tim Meyer and many more.

“WPPI U has been an astounding success since it was first introduced in 2011 and we are thrilled to offer the program again this year,” said Jason Group, Director of WPPI. “The ‘U’ as we like to call it is the perfect kick starter for photographers in their first few years, and a great way to kickoff this years WPPI conference and expo. Attendees will not only learn some basics of photography from lighting and posing to postproduction of digital images, they will also learn about important business and marketing tools as it relates to running their own business. To top it off, at the end of day one we’ll have portfolio reviews for each attendee. Imagine getting advice and helpful critiques from our instructors one on one!”

All WPPI 2013 classes, events and trade show will take place at the MGM Grand in Las Vegas, NV, from March 7-14, 2013. WPPI U will take place on Friday, March 8<sup>th</sup> and Saturday, March 9<sup>th</sup> during the WPPI 2013 annual conference.

WPPI U classes will include topics such as:

- Lighting and Posing
- Business and Branding
- Marketing
- Postproduction (Lightroom and Photoshop)
- Social Media
- Weddings, Portraits, and Seniors

**-more-**

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 \$125 for the two-day program if purchased online by March 6, 2013. The onsite price is \$150.

WPPI U sponsors include: Graphistudio, Bay Photo, Sigma, Millers, Adobe and more.

For more information about WPPI 2013 and all of its workshops and events, please visit:  
<http://www.wppionline.com/wppi-show.shtml>

WPPI is the biggest event in the world for wedding and portrait photographers. Last year, nearly 16,000 registered attendees and over 180 speakers from throughout the United States as well as from 46 foreign countries as far away as Latin America, Australia and Russia gathered in Las Vegas, NV for WPPI. Attending professional photographers and those looking to begin their career in photography were able to learn from the best and see the latest and greatest products from 330 exhibitors that participated in the expo.

Registration (<http://registration3.experientevent.com/ShowWPPI131/?flowcode=ATT>) for WPPI 2013 and is open now. Registration rates are \$275 for WPPI members and \$399 for non-members. These rates include one (1) free guest, all Platform classes, special events and a 3-day pass to the biggest photography expo for wedding and portrait photographers.

#### **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 2012, WPPI completed its 32nd annual Conference and Expo, featuring 330 exhibitors in its convention space at the MGM Grand Hotel in Las Vegas. The annual WPPI 2013 Conference and Expo is set to take place this year at the MGM Grand in Las Vegas, NV, from March 7-14, 2013. For more information visit: [www.wppionline.com](http://www.wppionline.com).

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#### **Contact:**

**Steve Rosenbaum**  
S.I.R. Marketing Communications, Inc.  
631-757-5665  
[sir@sironline.com](mailto:sir@sironline.com)