



FOR IMMEDIATE RELEASE

## **WPPI 2010 Features “Social Media Night” with Famed Photographer Scott Bourne**

*Sponsored by Eastman Kodak Company, event takes place Tuesday, March 9<sup>th</sup> at the MGM Grand in Las Vegas, NV*

**Culver City, CA (February 12, 2010)** – Celebrating its 30<sup>th</sup> anniversary this year, on Tuesday night from 8:00 p.m. – 10:00 p.m., March 9, 2010, Wedding & Portrait Photographers International (WPPI) will feature “Social Media: More Than Just Another ‘Friend’ to Pro Photographers—It’s a Moneymaker!” Sponsored by Eastman Kodak Company, this event includes a keynote address by famed photographer and digital media pioneer Scott Bourne as well as additional remarks by Kodak’s Chief Blogger Jenny Cisney.

“Social media is such a hot topic and a very important one for professional photographers,” said George Varanakos, WPPI’s Group Publisher and Executive Vice President. “What we have found among our members and attendees is that there are photographers who either fully embrace all social media has to offer, or they dabble in it or they just don’t know how to make it work for them and their business. As a leader in ongoing education for professional photographers and those looking to break into the business, WPPI believes this is a topic that needs a special evening to share with our attendees just how powerful a resource social media is for everyone in the imaging industry.”

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 United States for professional photographers. Each year more than 11,000 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.

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.

### **About Scott Bourne**

Scott Bourne is the host of [Photofocus.com](http://Photofocus.com). He is a new media producer, consultant, photographer, author, lecturer, teacher and technology enthusiast. He has more than 62,000 followers on Twitter.

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**About WPPI**

Wedding & Portrait Photographers International (WPPI) is an organization that serves the educational and business needs of wedding and portrait photographers. Celebrating its 30<sup>th</sup> 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](http://www.wppionline.com).

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**Contact:**

**George Varanakos**  
Rangefinder Publishing/WPPI  
310-846-4770, ext. 324  
[gvaranakos@rfpublishing.com](mailto:gvaranakos@rfpublishing.com)

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