



WPPI Announces Exciting Finale of Events for 2013 Conference + Expo

Eight new sessions added to put the finishing touch on WPPI 2013; Renowned Photographer Jay Maisel and others to impart instruction and inspiration to attendees

New York, NY (March 6, 2013) – [Wedding & Portrait Photographers International](#) (WPPI) announces today its Grand Finale of events for its 2013 Conference + Expo taking place March 7-14, 2013 in Las Vegas, NV, at the MGM Grand Conference Center.

“For attendees and instructors alike, WPPI is more than an annual Conference and Expo. It’s a passion shared by professional photographers and those aspiring to be,” said Jason Group, WPPI Director. “This year’s concluding events provides a way for talented photographers to fine-tune their aesthetic, technical and business skills and follow in the footsteps of great master photographers like Jay Maisel.”

Perception, Light, Gesture, Color and New Work

Jay Maisel

Platform Class 102 – Thursday, March 14, 11:30 a.m. to 1:00 p.m.

Sponsored by Epson

Light, gesture and color are synonymous with all of Professional Photographer Jay Maisel’s images. These elements, coupled with an awareness of figure-ground relationships or photographic optical illusion, constitute a crucial part of image presentation. In this seminar, Maisel will show attendees how and why images challenge perception and why we do not always see what we think we see. The emphasis here will be on perception, not manipulation. Maisel will also discuss how he uses digital technology to enhance the way he works and will show new work on several themes.

Back To Basics....

Joe Buissink

Platform Class 107 – Thursday, March 14, 11:30 a.m. to 1:00 p.m.

Sponsored by Canon

Know your equipment well enough so that the camera becomes an extension of your arm, heart, and eye. And let it all be connected. Know the camera well enough so that you can shoot "P" mode. Connect with your clients at the deepest level. Don't just pitch your work... pitch who YOU are!! The most important thing about photography... is who you are.

The More You Know Technically, The More You Can Achieve Creatively. Lighting, Life and the Pursuit of a Unique Vision

Jeremy Cowart

Platform Class 103 – Thursday, March 14, 11:30 a.m. to 1:00 p.m.

Sponsored by Fujifilm

Come hear Professional Photographer Jeremy Cowart speak on how he combines knowing his gear, lights and the vision for his photography, his brand and his life in a wide-ranging session from both the celebrity portrait world and the humanitarian world.

Bombshell Boudoir—Marketing and Psychology of a Successful Boudoir Business

Jen Hillenga

Platform Class 105 – Thursday, March 14, 11:30 a.m. to 1:00 p.m.

Sponsored by Miller's Professional Imaging

Photographer Jen Hillenga will speak about seeing the world with new eyes—about shooting what you feel instead of simply what you see. In her class, she will go in-depth into all the different facets of a boudoir portrait business. She will share how she and her business partner, Kate, have created their business into what they call a "social epidemic" in their area, establishing a reputation for quality and a loyalty from their client base. Hillenga will discuss the marketing promotions that garner business quickly and effectively, knowing clients wants and needs, how to direct your marketing and reputation to fill those needs, and how a perceived value can drive client motivation. She will discuss the psychology of boudoir photography and how she produces images that her clients fall in love with.

Rocking in a Hard Place: Wedding Photography When Everything is Working Against You

Ryan Brenizer

Platform Class 109 – Thursday, March 14, 11:30 a.m. to 1:00 p.m.

Sponsored by Junebug Weddings, Fearless Photographers, Renaissance Albums

Wedding photography offers photographers little control over location, timing, schedule, subjects and wardrobe. The true mark of a successful wedding photographer isn't what they can do when everything is running smoothly, but what happens when things go horribly wrong. What do we do when the light is terrible, the clients are awkward, the dress is ill-fitting, the location is uninspiring and we only have five minutes? How do we navigate these tricky waters? In this lecture, Ryan Brenizer will share the lessons that were hard-won over the course of 250-plus weddings and more than a decade of photojournalism. From overpowering the sun with hand-held flashes to creating portraits with light no stronger than a cell phone, and dealing with couples with self-image insecurities to grooms-men who don't want to be there in the first place.

WPPI Wants to Give You 10 Minutes to be the Next Superstar Educator!

Jason Groupp

Platform Class 104 – Thursday, March 14, 11:30 a.m. to 1:00 p.m.

This year WPPI is offering attendees an opportunity to win their very own platform class at the 2014 show. Prior to WPPI 2013 attendees were encouraged to enter by shooting a short video less than three minutes in length, upload and tweet "I want 10!" along with a link to the video to: twitter.com/rfwppi. WPPI will pick six winners, and who will be given 10 Minutes onstage at WPPI 2013, on March 14th to prove They are the ONE! The winner will be chosen by the audience LIVE and they'll get their own platform for WPPI 2014!

Asian Weddings: Surviving and Thriving on Ethnic Weddings Here and Abroad

Dave & Quin Cheung

Platform Class 98 – Thursday, March 14, 9:00 a.m. to 10:30 a.m.

Dave and Quin Cheung will share what they have learned from shooting everything from everyday to elaborate five-day Indian and Chinese events around the world. Topics covered will include: how to survive the physical demands of multiple back-to-back 14-hour shoots (what they lovingly refer to as the Marathon of Weddings); what equipment the Cheungs use; love and why; life saving travel tips, from packing gear to staying safe; and the lost art of fully investing in the moment.

How to Prepare for Print Competition and Other Contests

Moderator: Jason Groupp/Panelist: Allen Murabayashi, John Gimenez

Platform Class 94 – Thursday, March 14, 9:00 a.m. to 10:30 a.m.

Sponsored by Rangefinder

This class will teach attendees the ins and outs on how, what, when, and why to enter a photography contest. Learn how to extend your self-promotion through photography contests.

Up to the moment information about the 2013 WPPI Conference + Expo will be accessible by a free mobile app, available at <http://app2013.wppionline.com/landing/>

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/ShowWPP131/?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.

For more information about WPPI 2013 and all of its workshops and events, please visit: www.wppionline.com.

[Click here](#) to view a gallery of images from WPPI 2012.

[Click here](#) to view a video from WPPI 2012.

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.

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