



FOR IMMEDIATE RELEASE

WPPI Announces WPPI U 2012

Summertime university-style photography seminars taking place in New Jersey, Georgia, Nevada and Oregon, offer fundamental education for emerging professional photographers; registration now open

Hollywood, CA (May 14, 2012) – [Wedding & Portrait Photographers International](#) (WPPI) announces that [registration](#) for [WPPI U](#) is now open. Four, two-day workshops, will take place in Fairfield, NJ, June 25 – 26; Atlanta, GA, July 24 – 25; Las Vegas, NV, August 13 – 14; and Portland, OR, September 5 -6, 2012.

WPPI U is a comprehensive university-style, two day seminar providing essential education and training on multiple aspects of photography to help today's up-and-coming photographers not only strengthen their shooting skills, but also learn how to be successful in their business and marketing practices.

“What began nearly three years ago as a one location educational seminar has grown into the ultimate learning experience that hits the road this summer to bring WPPI-quality education to four key cities in the United States,” said George Varanakos, Show Director of [WPPI U](#) and Publisher of [Rangefinder](#). “Ideal for emerging photographers who envision a successful career in photography, WPPI U allows attendees to sharpen their technical skills, teaches them how to run a profitable business and break out on their own using marketing tips they learn from the renowned industry leaders who speak and teach at WPPI U.”

Featuring several guest instructors, WPPI U class topics will include:

- Lighting & Posing Techniques
- Wedding & Portrait (now including Children & Pets)
- Business Planning & Accounting
- Presenting & Marketing Your Business
- Postproduction – Lightroom & Photoshop
- Social Marketing Panel
- Portfolio Reviews

Professional photographers scheduled to speak at WPPI U include*:

- **Fairfield NJ** - Lindsay Adler, Sal Cincotta, Anthony Vazquez, Christa Meola, Blair and Suzanne Phillips, Jared Platt, Susan Stripling, Doug Gordon

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- **Atlanta, GA** - Lindsay Adler, Sal Cincotta, Zach and Jody Gray, Tim Meyer, Sarah Petty, Jared Platt, Doug Gordon, Moshe Zusman
- **Las Vegas, NV** - Sue Bryce, Sal Cincotta, Zach and Jody Gray, Blair and Suzanne Phillips, Jared Platt, Lori Nordstrom, Lindsay Adler
- **Portland, OR** - Sue Bryce, Sal Cincotta, Kevin Kubota, Scott Robert Lim, Jared Platt, Kirk Voclain, Jim Garner

Each class is estimated to run 2 hours, but may vary per city based on the number of professional photographers on the agenda. WPPI U also includes a mini trade show featuring some of the newest gear and latest technology from leading brands in the photo industry. Lunch and refreshments are included. Attendees will receive a certificate of completion from WPPI to display in their office or studio.

Registration for WPPI U is open now. The early bird registration rate for WPPI U is \$125 per person until June 8, 2012. After June 8th the price will be \$149 per person. Each registered attendee receives one free registration to WPPI 2013 which will take place next year at the MGM Grand in Las Vegas, NV, from March 7–14, 2013.

To register visit: <https://www.xpressreg.net/eReg/?ShowCode=WPRT062>

For more information about WPPI U please visit: www.wppionline.com/on-the-road.shtml

About WPPI

Wedding & Portrait Photographers International (WPPI), a division of Nielsen Photo Group, is an organization that serves the educational and business needs of emerging and professional 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 Convention and Trade Show, featuring 320 exhibitors to its convention space in the MGM Grand Hotel in Las Vegas. The annual WPPI 2013 Convention and Trade Show is set to take place at the MGM Grand in Las Vegas, NV, from March 7–14, 2013. For more information visit: www.wppionline.com.

The first ever WPPI Mexico Conference & Trade Show takes place at the World Trade Center in Mexico City November 28-30, 2012. For more information visit: www.wppimexico.com

**Professional photographers in any city are subject to change without notice.*

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