



FOR IMMEDIATE RELEASE

WPPI Announces Fall 2011 WPPI U

University-style seminar taking place Sept. 25-27, 2011, in Atlanta, GA, offers fundamental education for emerging professional photographers

Hollywood, CA (June 22, 2011) – [Wedding & Portrait Photographers International](#) (WPPI) announces its second [WPPI U](#) taking place September 25-27, 2011, at the [Georgia World Congress Center](#) in Atlanta, GA. WPPI U is an intense university-style, two-and-a-half-day seminar providing the fundamentals 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.

"The response to our first-ever WPPI U held at this past year's WPPI Convention & Trade Show was so astounding we could not wait until WPPI 2012 to offer this wonderful educational opportunity again," said George Varanakos, Show Director of WPPI and Publisher of *Rangefinder*. "We like to think of WPPI U as 'Photography 101' for the emerging pro. And with so many new photographers entering this competitive business, the time is right for us to continually offer better ways to provide basic photography and business education to these new photographers even outside of our annual convention."

Hosting WPPI U will be professional photographer Tamara Lackey. And scheduled to speak at WPPI U and teach up-and-coming professional photographers are renowned professional photographers Sal Cincotta, Lindsay Adler, Jasmine Star, Doug Gordon, Sue Bryce, Tim Meyer, Blair and Suzanne Phillips, Gene Ho, and Michael Gilbert. In addition, WPPI U attendees will have the opportunity to attend "Law School for Photographers" with Craig Heidemann and participate in a Portfolio Review.

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

- Lighting and Posing
- Business
- Marketing
- Postproduction
- Motivation
- Portraits
- Legal
- And More...

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WPPI U sponsors include: onOne Software, Bay Photo Lab, Zenfolio, Mitsubishi Digital, Animoto, Finao Albums, Black River Imaging, Azura Albums, Simply Canvas, and H & H Color Lab.

Each class is two hours. Attendees will receive a certificate of completion from WPPI and a WPPI U T-shirt. For more information about WPPI U and WPPI 2012, please visit:

<http://www.wppionline.com/>

Registration for WPPI U is open now. The registration rate for WPPI U is \$199, \$99 for a guest and \$75 for students and educators. Each registered attendee receives one free registration to WPPI 2012 which will take place next year at the MGM Grand in Las Vegas, NV, from February 16–23, 2012.

WPPI is the largest annual expo and conference in the United States for professional photographers. Each year a growing number of 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.

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 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 2011, WPPI completed its 31st annual Convention and Trade Show, drawing a record-breaking 16,000 attendees and 330 exhibitors to its convention space in the MGM Grand Hotel in Las Vegas. The annual WPPI 2012 Convention and Trade Show is set to take place next year at the MGM Grand in Las Vegas, NV, from February 16–23, 2012. For more information visit:

www.wppionline.com.

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