



FOR IMMEDIATE RELEASE

## **WPPI Announces Keynote and Seminar Schedule for WPPI NYC at PhotoPlus Expo**

*Full day of educational seminars for portrait and wedding photographers takes place on  
October 26th*

**Hollywood, CA (September 15, 2011)** – Wedding & Portrait Photographers International (WPPI) announces its complete 2011 keynote presentation and seminar schedule for Wednesday, October 26<sup>th</sup> at the [WPPI NYC @ PhotoPlus](#) show held at the Javits Convention Center in New York City. The Expo, featuring many of the leading companies providing photographic products and services, will be held Thursday and Friday, Oct. 27-28<sup>th</sup>.

“Continuing education is crucial for today’s wedding and portrait photographers,” said George Varanakos, Show Director of WPPI and Publisher of *RangeFinder*. “For the first-time ever on the East Coast, WPPI is making available a powerful sampling of its world-renowned educational offerings, during a day packed full of seminars created to bring inspiration and new ideas to established as well as up-and-coming photographers.”

### **WPPI NYC Special Wedding/Portrait Seminar Schedule**

For the first time, the Wedding and Portrait Photographer's International (WPPI) show will become an integral part of PhotoPlus Expo, complete with a full Expo consisting of leading industry manufacturers and a comprehensive series of seminars, roundtable discussions and a keynote presentation scheduled for Wednesday, October 26, the day before PhotoPlus Expo officially opens.

Now 15 seminars focused on wedding and portrait photography will be presented by industry icons including Doug Gordon, Jasmine Star, Bambi Cantrell, Ken Sklute, Me Ra Koh, Tamara Lackey, and Lindsay Adler, to name a few, and for the first time, a series of seminars will be presented in Spanish. To view the entire WPPI NYC seminar schedule for Wednesday, October 26, please visit the [seminar listing](#) at PhotoPlusExpo.com.

### **WPPI NYC Keynote Presentation**

**Wednesday, October 26 -- Jerry Ghionis (11:00 a.m. -- 12:30 p.m.)**

*Keynote: Imitate, Emulate or Innovate*

In a world where a new photographer seems to emerge onto the scene every hour, it can sometimes prove difficult to be one of the leaders in your market. Jerry Ghionis, one of

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the top experts in the field, shares how he has defined his own unique style and look over the years, which continues to evolve but doesn't become predictable. Ghionis will explain how he uses inspiration outside the wedding industry to influence his creativity and style. This not to be missed event will leave photographers motivated, helping to breathe new life into their photography and business.

[WPPI NYC](#) is the first ever WPPI Expo to take place on the East Coast. Co-locating with [PhotoPlus Expo](#) this fall in new exhibit space at the Javits Convention Center in New York City, *WPPI NYC* will host a full day of educational seminars for professional photographers on Wednesday, October 26, 2011. A two-day Expo will follow on October 27-28, 2011 from 10:00am – 5:00pm each day.

To see a complete listing of seminars, visit [PhotoPlus Expo Seminar Schedule](#). Seminars can be listed by track, topic, presenter name, and date for easy access and registration.

Attendees who [register](#) for *WPPI NYC* will also have full access to attend the *PhotoPlus Expo*. The [pre-registration](#) rate to attend all *WPPI NYC* seminars, *WPPI NYC* Expo and *PhotoPlus Expo* is \$99. On-site registration will be \$150. In addition, all [registered](#) attendees of the *PhotoPlus Expo* will have full access to *WPPI NYC*.

### **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.

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](http://www.wppionline.com).

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### **Contact:**

**George Varanakis**  
Rangefinder Publishing/WPPI  
310-481-7329  
[gvaranakis@rfpublishing.com](mailto:gvaranakis@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)