



FOR IMMEDIATE RELEASE

Registration for WPPI 2011 Now Open

Annual Convention and Trade Show features new programs and unparalleled educational opportunities for professional and emerging professional photographers from around the world

Culver City, CA (November 5, 2010) – Wedding & Portrait Photographers International (WPPI) announces today that registration is now open for WPPI 2011 via its convention and trade show website: <http://www.wppionline.com/storage/2011/home.html>

All WPPI 2011 classes, events and trade show will take place at the MGM Grand in Las Vegas, NV, from February 17-24, 2011. WPPI is the largest annual expo and conference in the world for professional photographers. Last year, more than 14,000 professional photographers gathered 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.

“During WPPI 2010 we celebrated our 30th anniversary of hosting the best convention and trade show for professional wedding, portrait, nature, commercial, sports and events photographers from around the world,” said George Varanakos, WPPI’s Group Publisher and Executive Vice President. “After breaking attendance records in 2010, WPPI 2011 is poised to be even bigger and better in 2011 with over 140 classes, the most we have ever offered, making it an educational forum that can’t be missed.”

And new at WPPI 2011 is **WPPI U** – a university-style, two-day workshop 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. WPPI U will take place on Saturday, February 19 and Sunday, February 20, 2011 during the WPPI 2011 annual convention at the MGM Grand in Las Vegas.

Featuring six guest instructors, WPPI U classes will include: Lighting and Posing, Business and Accounting, Marketing, Postproduction (Lightroom™ and Photoshop®), Social Marketing Panel, and Wedding and Portrait (children and pets).

Each class is two hours. Attendees will receive a certificate of completion from WPPI and a WPPI U T-shirt. WPPI U will continue to educate photographers online in a webinar format following the 2011 Convention.

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Also new to WPPI 2011 is the inaugural **Launch Pad** event taking place on Sunday, February 20, 2011 – the day before the WPPI 2011 trade show opens.

Free to all WPPI 2011 attendees and media, Launch Pad is the first event of its kind at the annual WPPI Convention and Trade Show where WPPI 2011 exhibitors will preview their new products to the professional wedding and portrait photography industry in advance of the annual Trade Show.

Full registration for WPPI 2011 and all workshops and events, including WPPI U and WPPI Launch Pad, are open now. The early bird registration rate for access to the WPPI 2011 Convention and Trade Show is \$199 for members and \$379 for non-members. After December 15th, WPPI 2011 registration will be \$259 for members and \$399 for non-members.

The early bird registration rate for WPPI U is \$99 until December 15, 2010 for the two-day program. After December 15th it will be \$119.

For more information about WPPI 2011 and all of its workshops and events, please visit:
<http://www.wppionline.com/storage/2011/home.html>

About WPPI

Wedding & Portrait Photographers International (WPPI) is an organization that serves the educational and business needs of wedding and portrait photographers. Celebrating its 30th 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 2010, WPPI completed its 30th annual Convention and Trade Show, drawing over 14,000 attendees and 320 exhibitors to its convention space in the MGM Grand Hotel in Las Vegas. For more information visit: www.wppionline.com.

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