



FOR IMMEDIATE RELEASE

Wedding & Portrait Photographers International Appoints Jason Groupp WPPI Director

New Director brings his experience as a professional wedding photographer and educator to help grow and lead membership services, educational programs and the annual WPPI Conference and Expo

New York, NY (November 20, 2012) – Wedding & Portrait Photographers International (WPPI) announces today the appointment of Professional Photographer Jason Groupp as the new WPPI Director.

Groupp will be responsible for overseeing the growth of membership and education, setting up speakers for the annual WPPI Conference and Expo and maintaining speaker relations for the conference, WPPI U and WPPI on the road. Groupp will also act as liaison for WPPI to the photography community, supervise photo competitions and work with teams to help provide editorial content for *Rangefinder Magazine*, WPPI blog and the InFocus newsletter.

“I’m so excited to be joining The Nielsen Photo Group as WPPI Director. The annual WPPI Conference and publications such as *Photo District News* and *Rangefinder Magazine* have been such an important part of my career as a professional wedding photographer,” said Jason Groupp, WPPI Director. “After graduating college in 1989, I utilized the ‘assistants wanted’ section of *Photo District News* to help launch my career. It goes without saying that 25 years later, I’m excited for the opportunity to help today’s new photographers find those ‘help wanted’ ads that helped me back then. I’ve loved and appreciated every minute of my WPPI experiences, and I couldn’t ask for a better place to now call home.”

Manhattan, NY-based Jason Groupp studied fashion photography at the Fashion Institute of Technology in New York City graduating in 1989. He’s been shooting weddings for 23 years. Sophisticated but instantly accessible, Jason Groupp’s wedding photography celebrates the individuality of every couple he works with. Having honed his style on the streets of Manhattan, Jason instinctively creates a sense of place and style in every client’s photograph. Whether it’s a free-spirited portrait of a newly engaged couple astride a motorcycle or a rare quiet moment shared by a bride and groom against the splashy backdrop of a Las Vegas cityscape, Jason captures the relationship between a couple and their surroundings.

For more information about Jason Groupp visit: <http://www.jasongroup.com/>

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All WPPI 2013 classes, events and the expo will take place at the MGM Grand in Las Vegas, NV, from March 7-14, 2013. 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.

The 2013 conference will feature specialized education programs like Platform Classes, Master Classes, Plus Classes and WPPI U. WPPI U is a university-style, two-day workshop providing the fundamentals of photography to help today's up-and-coming photographers strengthen their shooting skills, learn to market their photography services and how to run a profitable business. Also, the 16x20 Print and Album Competitions provide an extra measure of excitement and recognition during the event, culminating with the WPPI Awards Night extravaganza.

Registration (<http://registration3.experientevent.com/ShowWPPI131/?flowcode=ATT>) for WPPI 2013 and is open now. The early bird registration rate for access to the WPPI 2013 Conference and Expo is \$199 for WPPI members and \$379 for non-members through December 14, 2012. On December 15, 2012 registration rates increase to regular prices online; \$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.

About WPPI

Wedding & Portrait Photographers International (WPPI), a division of Nielsen Photo Group, is an international membership organization that serves the educational and business needs of wedding and portrait photographers. WPPI is a professional organization that exists to help its 3,500 active 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 320 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 next 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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