

PLUS CLASSES (PLUS)

Offered to WPPI members only. A PLUS class is an intensive 2-day, hands-on workshop with one of the best instructors in the photography industry that will help take your skills & techniques to the next level – limited to 20 seats per class. A WPPI Full Conference Pass is required to purchase a PLUS class.

2013 Pricing: Regular \$795 ea. 1/1/13 to 3/6/13 – Onsite \$850 ea. 3/7/13 to 3/14/13.

	TITLE	SPEAKER
THURSDAY, MARCH 7 & FRIDAY, MARCH 8, 2013 9:00 AM - 5:00 PM	Wedding Stories	Marcus Bell
	Give White And Khaki The Finger: A Documentary Approach To Family Sessions	Kirsten Lewis
	There is No Un-Suck Filter in Photoshop - Essentials for Lighting and Getting it Right	Cliff Mautner
	Beyond Boudoir	Bambi Cantrell



Conference dates, speakers and prices are subject to change without notice. Some restrictions may apply. Visit www.wppionline.com for the latest conference information.

MASTER CLASSES (MC)

Master classes cover everything from wedding, portrait, lighting & posing, post-production to business marketing. If you're looking for a small class setting with hands-on instruction, a MasterClass will satisfy your needs – limited to 50 seats per class. A WPPI Full Conference Pass is required to purchase a MasterClass.

2013 Pricing: Regular \$60 ea. 1/1/13 to 3/6/13 – Onsite \$65 ea. 3/7/13 to 3/14/13.

	CODE	SESSION TITLE	SPEAKER	TRACK	
SUNDAY, MARCH 10, 2013	11:00 AM - 1:00 PM	MC01	How to Make the Most of Pinterest	Brit Bertino	Business/Marketing
		MC02	Vendor Approved: The Detail on Details	Christine Bentley	Lighting/Posing
		MC03	How to Start Your Photography Career Step-by-Step	Vanessa Joy & Rob Adams	Business/Marketing
		MC04	Wedding Basics to Make You Basically Awesome	Brook & Alisha Todd	Wedding
		MC05	Salvaging Sorry Venues	John Michael Cooper	Wedding
	3:00 PM - 5:00 PM	MC06	Your Web Hitlist: Choosing and Using the Right Tools	Matt Hill	Business/Marketing
		MC07	Birth Photography: Introduction to an Emerging, Lucrative Market	Lexia Frank	Portrait
		MC08	Minimalist Lighting On Location	Dave Montizambert	Lighting/Posing
		MC09	Be Yourself, Create Your Own Style	Nik Pekridis	Wedding
		MC10	Destination Wedding Photography Demystified	Kenny Kim	Wedding

	CODE	SESSION TITLE	SPEAKER	TRACK	
MONDAY, MARCH 11, 2013	8:00 AM - 10:00 AM	MC11	The Art of the Five-Figure Client	Dina Douglass	Business/Marketing
		MC12	From Portrait to Print	Tom Lee	Portrait
		MC13	Away from the Cliché: True-to-Life Engagement Portraits	Storey Wilkins	Wedding
		MC14	Pushing Your Boundaries...	Christian Lalonde	Lighting/Posing
		MC15	You, Amplified: Standing Out in the Attention Economy	Colleen Wainwright	Business/Marketing
	11:30 AM - 1:30 PM	MC16	Beyond Bootcamp	Michael O'Neill	Business/Marketing
		MC17	Women's Portraiture as Fine Art	Jennifer Hudson	Portrait
		MC18	Over-The-Top Weddings	Charles & Jennifer Maring	Wedding
		MC19	In the Box, Through the Box & Out of the Box with a Videolight!	David Beckstead	Lighting/Posing
		MC20	Senior Style	Nick & Signe Adams	Portrait
	3:30 PM - 5:30 PM	MC21	Shedding Light on the Wedding Venue	Moshe Zusman	Lighting/Posing
		MC22	The Engagement Session	Fernando Basurto	Wedding
		MC23	Second Shooting: Learn the Wedding Business FAST	Gustavo Fernandez	Wedding
		MC24	The ABC's of Beautiful Light	Rosanne Olson	Lighting/Posing
		MC25	Photographing Families: From the Belly to the Baby & the Beyond	Alycia Alvarez	Portrait

	CODE	SESSION TITLE	SPEAKER	TRACK	
TUESDAY, MARCH 12, 2013	8:00 AM - 10:00 AM	MC26	Wall Portrait Sales: How to Create a Masterpiece	Pepito Valdez	Business/Marketing
		MC27	Foundations for Posing	Pierre Stephenson	Lighting/Posing
		MC28	Fine Art Wedding Photography	Jose Villa	Wedding
		MC29	Love Affair with F-Stops	Melanie Nashan	Technical
		MC30	Best Face Forward: How to Give Direction for Still Photography	Peter Hurley	Portrait
	11:30 AM - 1:30 PM	MC31	"Win-Win" Pricing, Album Up-sales and Making Bridal Couples Lifelong Clients	Joe & Mirta Barnet	Business/Marketing
		MC32	Making Mom Happy: A Complete Guide to Photographing Families	Nichole Van Valkenburgh	Portrait
		MC33	Making your Wedding Business Work for YOU	Laura Grier	Business/Marketing
		MC34	Practical Lighting Techniques	Wes Kroninger	Lighting/Posing
		MC35	The Passionate Photographer—10 Steps Towards Becoming Great	Steve Simon	Technical
3:30 PM - 5:30 PM	MC36	Let Your Business Go to the Dogs! (Not to Mention Cats, Birds or Horses)	Michael Joseph	Portrait	
	MC37	Telling Wedding Stories in Pictures	Alan Weiner	Wedding	
	MC38	Complete Wedding Editing in Under 6 Hours	Eric O'Connor	Technical	
	MC39	The Children and Family Formula	Jacquelynn Buck	Portrait	
	MC40	Commercial Hi-Key Fashion Lighting	Steve Ragland	Lighting/Posing	

	CODE	SESSION TITLE	SPEAKER	TRACK	
WEDNESDAY, MARCH 13, 2013	8:00 AM - 10:00 AM	MC41	Relationship Marketing: Cultivate Customer Connections that Last for Life	Jon Goldman	Business/Marketing
		MC42	Real Women, Boudoir Beautiful	Jacquelynn Buck	Portrait
		MC43	Editorial Style Concept Shoot for Kids	Rena Durham	Portrait
		MC44	Create Cinematic Fusion Videos: Package Upgrades and Increase Your Sales!	Yasmine & Deshun Wooten	Video
		MC45	Creating the "Final" Image: Post Production for Profit and Marketing	Mike Sidney	Technical
	11:30 AM - 1:30 PM	MC46	Avoiding Bridezilla In the Courtroom: Terms Wedding Photographers Need in Their Contract	Robert Schenk	Business/Marketing
		MC47	Small Town Portrait Studio	Steve & Shelley Harrington	Portrait
		MC48	Sensual Lighting for Boudoir Photography	Christopher Grey	Lighting/Posing
		MC49	Business Skills are Sexy	Leeann Marie	Business/Marketing
		MC50	The Newborn Niche	Robin Long & Rachel Brenke	Portrait
	2:30 PM - 4:30 PM	MC51	Building a Better Boudoir Business	Jennifer Rozenbaum	Business/Marketing
		MC52	Creating Value: Essential Tools for Professional Photographers	Richard Kelly	Business/Marketing
		MC53	ANGELS AND DIVAS—How to Create and Sell the Commissioned Portrait	Michael Gilbert	Portrait
		MC54	Blogging for Wedding Photographers: Finding a Content Vertical that Works for You	Chuck DeLaney & Jay Johnson	Business/Marketing
		MC55	Launching the Interactive Album Revolution: App - Albums - Advertise	Travis Hoene	Technical

PLATFORM CLASSES (PC)

There are over 100 Platform classes available to those who purchase a WPPI Full Conference Pass. These classes are very popular and seating is provided on a walk-in basis. However, Pre-board lets you reserve a seat in up to five (5) classes during the online registration process – just select the top 5 classes you want to attend. There are a limited number of Pre-board seats available, so act fast for the best selection. **2013 Pricing: WPPI Member Regular Rate \$275 ea. 1/1/13 to 3/6/13 – Onsite \$325 ea. 3/7/13 to 3/14/13.**

Non-member Regular Rate \$399 ea. 1/1/13 to 3/6/13 – Onsite \$450 ea. 3/7/13 to 3/14/13. One free guest pass included. 2nd, 3rd and 4th guests \$150 ea.

CODE	SESSION TITLE	SPEAKER	TRACK
9:00 AM – 10:30 AM	PC01 Seniors: Show Me the Money!	Beth Forester	Portrait
	PC02 Running Your Business with Strength, Passion and Honesty	Ryan Schembri	Wedding
	PC03 Pimp Your Speedlight! Location Lighting Tips and Techniques	Kevin Kubota	Lighting/Posing
	PC04 Going to Market: Maximizing Portrait and Wedding Profits	Dane Sanders	Business/Marketing
	PC05 Photographic Essays: From Ordinary to Extraordinary	Corinne Alavekios	Portrait
	PC06 How to Grow your Photography Business with Music	Roy Ashen	Business/Marketing
12:00 PM – 1:30 PM	PC07 From Start to Finish: The Contemporary Portrait Shoot	Tamara Lackey	Portrait
	PC08 Don't be Afraid of the Light	Chuck Arlund	Lighting/Posing
	PC09 The Posing Project	Doug Gordon	Lighting/Posing
	PC10 Business Law for 21st Century Photographers	Craig Heidemann	Business/Marketing
	PC11 Pricing and Packaging Made Simple	Jared Bauman	Business/Marketing
	PC12 LONGPLAY: Creating Truly Timeless Photography	Marcus Bell	Motivational
3:00 PM – 4:30 PM	PC13 Crazy, Stupid, Light: Amazing Off Camera Lighting Techniques	Scott Robert Lim	Lighting/Posing
	PC14 Family Portraits: The Big Money Makers	Michele Celentano	Portrait
	PC15 Profit from Painting: Creating Instant Masterpieces with Photoshop	Jack Davis	Technical
	PC16 How to Avoid What Most Small Businesses Do – Fail!	Zach & Jody Gray	Business/Marketing
	PC17 How to Stand Out in Today's Saturated Market	Catherine Hall	Business/Marketing
	PC18 Shooting in Evil Light	Lindsay Adler	Lighting/Posing

CODE	SESSION TITLE	SPEAKER	TRACK
8:30 AM – 10:00 AM	PC19 Building Your Dream Business	Sarah Petty	Business/Marketing
	PC20 Creative Lighting on the Fly	Michael Greenberg	Lighting/Posing
	PC21 Wedding Photography... What You REALLY Need to Know	Cliff Mautner	Wedding
	PC22 Lighting and Posing Today's High School Seniors	Kirk Voclairn	Portrait
	PC23 Transform Your Portrait Business	Jamie Schultz	Portrait
	PC24 Beyond Boudoir	Kay Eskridge	Portrait
4:00 PM – 5:30 PM	PC25 Sigue Tus Raices	Fer Juaristi	Spanish
	PC26 Get Lit "Live"	Dixie Dixon	Lighting/Posing
	PC27 No Dinosaurs Allowed! Easy HDLSR Filmmaking Techniques for Ambitious Still Photographers	Bruce Dorn	Video
	PC28 Senior Photography: Out Smart, Out Shoot, Out Sell	Bruce Berg	Business/Marketing
	PC29 Home Base: Running a Successful Home- Based Photography Studio	David Hakamaki	Business/Marketing
	PC30 Shadow Me: A Complete Wedding Experience	Roberto Valenzuela	Wedding
MONDAY, MARCH 11, 2013	PC31 10 Secrets to Building a Powerful Photography Career	Matthew Jordan Smith	Motivational
	PC32 Content Marketing & Social Media: The Secrets to More Bookings and Online Engagement	Lawrence Chan	Business/Marketing
	PC33 Focus on Fabulous Posing for Today's Bride	Bambi Cantrell	Wedding
	PC34 Get Your Blog On (and then some)	JP Elario	Business/Marketing
	PC35 10 Minute Techniques - Creating Extraordinary Images in Lightroom and Photoshop	Julieanne Kost	Technical
	PC36 Más Social Que Nunca	Francisco Guerrero	Spanish
	PC37 Photo Video Fusion	Vanessa Joy & Rob Adams	Video

CODE	SESSION TITLE	SPEAKER	TRACK
MONDAY, MARCH 11, 2013 cont..	PC38 Senior Portrait Photography: A Tutorial	Elie Vayo	Portrait
	PC39 New Opportunities: When Still Photography And Video Converge	David McLain	Video
	PC40 Contemporary Bridal Portraits	Sam Sciarrino	Lighting/Posing
	PC41 Creative Composition in Wedding Photography	Susan Stripling	Wedding
	PC42 Seeing the Unseen!	Ken Sklute	Wedding
	PC43 Creando Retratos Intimos	Hernán Rodriguez	Spanish
	PC44 Wireless Flash and Strobes Tips and Tricks— Both Manual and TTL	Mike Fulton & Cody Clinton	Lighting/Posing

CODE	SESSION TITLE	SPEAKER	TRACK
8:30 AM – 10:00 AM	PC45 Your Business, Your Way: How to Build a Business You Love	Judy Herrmann	Business/Marketing
	PC46 Motion, Emotion and Storytelling Images	Dave Getzschman	Wedding
	PC47 Home Is Where The ART Is: How To Run A Successful Home-Studio	Emily Potts	Business/Marketing
	PC48 The Luminous Portrait	Elizabeth Messina & Jacqueline Tobin	Wedding
	PC49 Sports Portraits and Athletes in Action	Kevin Jairaj	Portrait
	PC50 Modern Lighting In A Flash	Damon Tucci	Lighting/Posing
	PC51 From Hi to Buy	Jerry Ghionis	Wedding
	PC52 Happy, Busy, Balanced and Profitable	Lori Nordstrom	Business/Marketing
	PC53 Fast and Easy Retouching Techniques	Jack Davis	Technical
	PC54 Llevando un Pequeño Negocio Local al Éxito	Bob & Dawn Davis	Spanish
4:00 PM – 5:30 PM	PC55 Shoot for Success	Pam & Gary Box	Portrait
	PC56 Learn to Thrive: Lessons of a Studio Makeover	Mara Blom Schantz & Karen Carey	Business/Marketing
	PC57 How to Promote Your Business with Digital Printing and Social Media (and Make a Million Dollars in 2013)	Neal Clipper	Business/Marketing
	PC58 Progressive Posing	Rick Ferro	Lighting/Posing
	PC59 Davina + Daniel: The Art of Business & The Business of Art	Daniel Kudish & Davina Palik	Business/Marketing
	PC60 Shooting Winning Portraits: From Cliché to Creativity	Henk van Kooten	Portrait
	PC61 Profitable Post-Production Using Lightroom 4 and Photoshop CS6	Jared Platt	Technical
	PC62 Dear Me, Stop Making the Same Mistakes. Love, The Future Me	Jasmine Star	Motivational
	PC63 10 Ways to Deal With a Difficult Client in the Wedding and Portrait Biz	Anthony Vazquez	Wedding
	PC64 REMARK-ABLE Business: How to Win the Attention of Your Perfect Client	Jesh De Rox	Business/Marketing
6:30 PM – 8:00 PM	PC65 El Mensaje de la Imagen	Robert Lino	Spanish
	PC66 Taking a Small Town Business to Success	Bob & Dawn Davis	Business/Marketing
	PC67 Efficient and Profitable Album Sales	Melissa Jill	Business/Marketing
	PC68 Art of the Modern Pin-Up	Mike Long	Portrait
	PC69 CASH-OGRAPHY: The Art of Making Serious Money in a Wedding and Portrait Studio	Mark & Jennifer Garber	Business/Marketing
	PC70 Weddings: Making Real Money Doing What You Love—Tips, Tricks, and Business Advice for Everyone	Sal Cincotta	Wedding
	PC71 Bridal Show 101 for Photographers	Dawn Shields	Business/Marketing
	PC72 Fotografia de Espectáculos	Rene Miranda	Spanish
	PC73 Lighting 360	Louis Pang	Lighting/Posing

	CODE	SESSION TITLE	SPEAKER	TRACK
8:30 AM - 10:00 AM	PC74	Illuminate at the Speed of Light with Hotlight Techniques	John Solano & Brian Marcus	Lighting/Posing
	PC75	Finding and Creating Light	Melody Hood & Andrea Joki	Lighting/Posing
	PC76	Beyond The Expected Studio Lighting	Tim Meyer	Lighting/Posing
	PC77	The Bottom Line	Justin & Mary Marantz	Business/Marketing
	PC78	Building Blocks of Children's Photography	Jessica Vogel	Portrait
	PC79	Retouching Power with Photoshop CS6	Suzette Allen	Technical
	PC80	Contemporary Portrait Posing	Sue Bryce	Portrait
	PC81	Incorporating Cinema Techniques in Photography Storytelling	Amina & Patrick Moreau	Technical (video)
	PC82	Absolute Refusal to Blend In: Senior Photography that Rocks	Blair Phillips	Portrait
	PC83	Siganme Durante la Experiencia de una Boda Completa	Roberto Valenzuela	Spanish
3:00 PM - 4:30 PM	PC84	Secrets of Great Portrait Lighting	Brian Smith	Lighting/Posing
	PC85	Killer Customer Service to Maximize your Profits	Melissa Ghionis	Business/Marketing
	PC86	Fashion Meets Weddings: Getting Inspiration from Alternative Genres	Brett Florens	Wedding
	PC87	Senior Intervention—R U In?	Aaron & Joanna Patterson	Portrait
	PC88	Starting Small, Going Big.	Ben & Erin Chrisman	Wedding
	PC89	Beyond Cliché: A Case for Authenticity in Wedding Imagery	Denis Reggie	Wedding
	PC90	Adobe InDesign: Wicked Fast Albums	Khara Plicanic	Technical
	PC91	Your Business is a Chain—Strengthening Each and Every Link	Matt & Katie Ebenezer	Business/Marketing
	PC92	La creatividad y la fotografia de boda	Vinicius Matos	Spanish
	PC93	"Between Light and Shadow"— An Educational Conversation About the Craft of Photography	Tony Corbell	Lighting/Posing

	CODE	SESSION TITLE	SPEAKER	TRACK
9:00 AM - 10:30 AM	PC94	How to Prepare for Print Competition and Other Contests	Moderator: Jason Group, Panelists: Allen Murabayashi, John Gimenez, TBD	Business/Marketing
	PC95	Top Wedding Planner's Advice and Secrets for Wedding Photographers	Jill La Fleur	Wedding
	PC96	A Passion for International Weddings	Kevin & Katie Hulett	Wedding
	PC97	Lighting and the Dramatic Portrait	Michael Grecco	Lighting/Posing
	PC98	Asian Weddings: Surviving and Thriving on Ethnic Weddings Here and Abroad	Dave & Quin Cheung	Wedding
	PC99	The Art of Fine Art Photography	Paul Ernest	Portrait
	PC100	Shoot, Stylize and Social Network with Photoshop	Frank Salas	Technical
	PC101	Senior-ology: The Study of Senior Portrait Photography and The Steps to Create YOUR Senior Portrait Business	Leslie Kerrigan	Portrait
	PC102	Get Published: An Insider's Guide to Wedding Magazines & Blogs	Lara White	Business/Marketing
	PC103	The More You Know Technically, The More You Can Achieve Creatively: Lighting, Life and the Pursuit of a Unique Vision	Jeremy Cowart	Lighting/Posing
11:30 AM - 1:00 PM	PC104	WPPI Wants to Give you 10 Minutes to Be the Next Superstar Educator!	Jason Group	Motivational
	PC105	Bombshell Boudoir—Marketing and Psychology of a Successful Boudoir Business	Jen Hillenga	Portrait
	PC106	So You Can Take Pretty Pictures...Now Learn How to Make Money!	Travis Gugleman	Lighting/Posing
	PC107	TBD	TBD	TBD
	PC108	Successful Sales Techniques for People Who Hate Selling	Blake Discher	Business/Marketing
	PC109	Rocking in a Hard Place: Wedding Photography When Everything is Working Against You	Ryan Brenizer	Wedding

WPPI UNIVERSITY (WPPIU)

FRIDAY, March 8, 2013 (12:00 pm - 7:30 pm) & SATURDAY, March 9, 2013 (8:30 am - 7:00 pm)

WPPI U is a 2-day workshop for emerging professional photographers who envision a successful future in wedding and portrait photography. You'll learn from some of the most talented and successful photographers in the industry on how to strengthen your shooting skills, market your photography services and how to run a profitable business. WPPI U speakers include Henk Van Kooten, Doug Gordon, Moshe Zusman, Lindsay Adler, JP Elario, Jared Platt, Jerry Ghionis, Tim Meyer and Kevin Kubota. Make sure you bring your portfolio (digital or print format). You'll have a chance to get your images reviewed and critiqued by top professionals. A WPPI Full Conference Pass is not required to register for WPPI U.

2013 Pricing: Regular \$125 ea. 1/1/13 to 3/6/13 - Onsite \$150 ea. 3/7/13 to 3/14/13.

SCHEDULE AT A GLANCE

<p style="text-align: center;">WPPI 2013 SCHEDULE AT A GLANCE MGM GRAND, LAS VEGAS</p>			
THURS.	MARCH 7	9:00 A.M. – 5:00 P.M.	PLUS CLASSES
FRI.	MARCH 8	9:00 A.M. – 5:00 P.M. 12:00 P.M. – 7:30 P.M.	PLUS CLASSES WPPI UNIVERSITY
SAT.	MARCH 9	8:30 A.M. – 7:00 P.M. 9:00 A.M. – 6:00 P.M.	WPPI UNIVERSITY PRINT & ALBUM COMPETITION JUDGING
SUN.	MARCH 10	9:00 A.M. – 4:30 P.M. 9:00 A.M. – 6:00 P.M. 11:00 A.M. – 5:00 P.M. 2:00 P.M. – 5:00 P.M. 8:00 P.M. – 10:00 P.M.	PLATFORM CLASSES PRINT & ALBUM COMPETITION JUDGING MASTER CLASSES LAUNCH PAD CANON EVENT
MON.	MARCH 11	8:00 A.M. – 5:30 P.M. 8:30 A.M. – 8:00 P.M. 10:00 A.M. – 4:00 P.M. 8:00 P.M. – 10:00 P.M.	MASTER CLASSES PLATFORM CLASSES WPPI EXPO SONY EVENT
TUES.	MARCH 12	8:00 A.M. – 5:30 P.M. 8:30 A.M. – 8:00 P.M. 10:00 A.M. – 4:00 P.M. 8:00 P.M. – 10:00 P.M.	MASTER CLASSES PLATFORM CLASSES WPPI EXPO PHOTOGRAPHERS IGNITE
WED.	MARCH 13	8:00 A.M. – 4:30 P.M. 8:30 A.M. – 4:30 P.M. 10:00 A.M. – 3:00 P.M. 6:00 P.M. – 9:00 P.M.	PLATFORM CLASSES MASTER CLASSES WPPI EXPO WPPI AWARD CEREMONY
THU.	MARCH 14	9:00 A.M. – 1:00 P.M.	PLATFORM CLASSES