

IF YOU ARE LOOKING TO JUMP START YOUR
STUDIO, STYLE, AND BRANDING, THIS IS THE
PERFECT WORKSHOP FOR YOU!

THREE OF THE MOST SUCCESSFUL STUDIOS IN
WEST MICHIGAN TEAM UP FOR AN INTENSE AND
FOCUSED WORKSHOP TO HELP YOU GROW IN
KNOWLEDGE AND IN BUSINESS.

JOIN US FOR TWO AND A HALF DAYS OF IN-DEPTH
PRESENTATIONS, LIVE SHOOTING, AND ONE ON
ONE CONSULTATIONS!

DAY 1

- 9:00 BREAKFAST. WELCOME!
INTRODUCTIONS
READY TO GO? GOOD!
- 10-11 THE CAMERA - THREE PERSPECTIVES!
WHAT'S IN THE BAG?
TECHNICAL SETTINGS
HOW WE USE EACH LENS, MODES, & FLASHES
- 11-12 PHOTOGRAPHER GROUP PORTRAITS
BREAKING THE ICE -- TAKING PORTRAITS OF EACH OTHER!
- 12-1 LUNCH AND Q&A WITH EACH GROUP
- 1-2 DOWNLOAD AND REVIEW PHOTOS IN SMALL GROUPS
DISCUSS TECHNIQUES AND CHALLENGES
- 2-3 STRONG PORTRAITS - JEN
SEPARATING THE ORDINARY FROM THE EXTRAORDINARY
- 3-5 PHOTOSHOP 101 - JOHN & HOLLY
A COMPLETE WORKFLOW SOLUTION - NEVER DELIVER A
HALF FINISHED PRODUCT
PRACTICAL HOW - TO'S
- 5-6 Q&A

DAY 2

9:00 BREAKFAST AND Q&A

9:30-10 DOWN TO BUSINESS - JOHN

STARTING YOUR BUSINESS

10:30-12 MARKETING & BRANDING - HOLLY

DEFINING WHO YOU ARE SO YOU CAN SELL IT!

12-1 FOOD, PRODUCTS, PRICING, & PROFITS - JEN

YOU ACTUALLY CAN HAVE A LIFE AND MAKE A LIVING!

1:30-2:30 SHOOT #1 - MATERNITY

3-4 SHOOT #2 - BRIDAL

4-5 SHOOT #3 - ENGAGEMENT

5:30 DINNER PARTY!!

DAY 3

ONE ON ONE CONSULTATIONS SCHEDULED DURING THE WORKSHOP
INDIVIDUALIZED ATTN. FOR IMAGES, WEBSITE, & PRICING STRATEGIES
MARKETING IDEAS TO SUIT LEVEL AND MARKET
PORTFOLIO REVIEW

WHAT DO I NEED TO BRING?

SLR DIGITAL CAMERA, LENSES, AND SUCH

LAPTOP (NOT REQUIRED BUT RECOMMENDED)

PHOTOSHOP CS3 OR CS4 INSTALLED OR TRIAL DOWNLOADED

A GENUINE PERSONALITY AND AN ENTHUSIASTIC SPIRIT! :)

WHAT MEALS ARE COVERED?

BREAKFAST AND LUNCH ON DAY 1 AND DAY 2

*WE WILL BE GOING OUT FOR DINNER ON DAY 2 - WE'D LOVE TO
HAVE YOU JOIN US!

WHERE SHOULD I STAY?

THERE ARE A WEALTH OF AMAZING HOTELS IN THE GRAND
RAPIDS AREA... IF YOU WOULD LIKE ASSISTANCE PLANNING YOUR
STAY, WE'D BE MORE THAN HAPPY TO PROVIDE OUR
RECOMMENDATIONS.