



presents

SKIP'S SUMMER SCHOOL '09

August 16 - 19, 2009

MGM Grand • Las Vegas, NV

SKIP'S SUMMER SCHOOL:

The Background

Skip's Summer School started as an idea to create some terrific workshops more towards the middle of the year, simply to help photographers stay focused on addressing all the challenges in the professional photographic market today. In addition, the goal is to create a series of programs designed to help you realize the full potential of some of the new technologies, especially in mixed media (video and still imaging creation and presentation), Search Engine Optimization, social media through Blogs and Twitter and at the same time, fine tune your photographic skills in lighting, composition, exposure and even marketing and self-promotion.

We know we're in the middle of a difficult economy, but so is each of our outstanding educators in this year's series of programs. There's one unified goal from the entire Skip's Summer School Team - to help you find new ways to strengthen your business and revenue for the rest of the year.

Skip Cohen, President, Marketing Essentials International

SKIP'S SUMMER SCHOOL:

The Speakers

We know it's hot in Las Vegas in August, but we're about to make it a whole lot hotter!



Welcome to the strongest lineup of photo educators ever brought together for just 2 ½ days: Bambi Cantrell, Skip Cohen, Tony Corbell, Ron Dawson, Robert Evans, Jim Garner, Jerry Gihonis, Mitche Graf, Matt Hill, Kevin Kubota, Charles and Jennifer Maring, Dane Sanders, and Ken Sklute. And, this year's special keynote opening speaker, Microsoft's Kostas Mallios, will take us into a quick look at the future of imaging.

SKIP COHEN

*The Whacko Factor:
It's Not Who You Know, It's Who Knows You!*



Cantrell Portatti Design

Why is it when you get a group of photographers together and start to talk about marketing and promotion everyone disappears? It's the most vital aspect of any business, yet it seems to scare people the most. You could be creating the finest images in the world, but it won't matter if you're not reaching the right audience. So the challenge becomes how to grow your business without spending a fortune on marketing.

Very few studios pay enough attention to their marketing efforts. Besides needing to deliver a quality product, you've got to be aggressive and creative to survive and grow. Skip's program takes a fun look at an extensive variety of ideas on diversity in your business, cost-effective

self-promotion, publicity generators, ideas on networking, cross-promotion, packaging, direct mail, website development and online hosting, just to name a few.

BAMBI CANTRELL

Cantrell Couture - Weddings with Style



Internationally recognized wedding photographer Bambi Cantrell will share some of her techniques for capturing wedding images with style and grace. Join us for an action packed program full of ideas on lighting, posing and capturing the natural moment from one of American Photo's list of 10 Best Wedding Photographers. To read more about Bambi and see the diversity in her images visit www.cantrellportrait.com.

ROBERT EVANS

Photo Fusion

The Art and Commerce of mixing Photography and Video - in ONE Camera. Using video to enhance your brand. Robert's imagery has been featured and admired around the globe. With headquarters in Los Angeles, Robert and his team travel nationally and internationally to document weddings, personal celebrations, corporate festivities and editorial and lifestyle portraiture. He's become a leader in Fusion Technology, taking mixed media to a whole new level and creating a finished product that blends still imagery together with video. To read more about Robert and see his images visit www.robertevans.com.

TONY CORBELL

Light it Right the First Time



Whether you're working indoors with studio lighting or natural light or shooting outdoors, the strength of every image you create is based on the Power of Light! Tony will discuss and demonstrate all types of lighting and its tools in depth. Lighting tools include portable flash, studio strobes, sunlight and ambient light. Lighting applications include additive, subtractive, reflective and transmission. Each combination of tool and application will be shown and discussed in detail with his newest images and material. To read more about Tony and see his images visit www.corbellproductions.com.

KEVIN KUBOTA

Lightspeed Workflow

Surveys prove that few things top a photographer's wish-list more than finding ways to improve, simplify, and expedite their workflow system. This seminar will pull the best of the best tips from a workflow system that has given more time back to photographers than Timex and Rolex combined. Not just a few hot tricks, but a complete start to finish system in a fully digestible nutshell. To read more about Kevin and see his images visit www.kkphoto-design.com.



JIM GARNER

The Seven Secrets To Award Winning Album Design



Jim Garner's amazing wedding albums are world renowned for their creativity, inspiration, and storytelling. Join us for an action packed experience with Jim sharing the many concepts in creative photoshop techniques, composition, storytelling and album mastery that have made him one of the most sought after wedding photographers in the industry, and one of American Photo's 10 Best Wedding Photographers. To read more about Jim and see his images visit www.jgarnerphoto.com.

DANE SANDERS

*Keeping The Focus on Your Business
as Sharp as Your Images*



The days of low hanging fruit in professional photography are gone. It's time to get serious about CEO'ing your business. From branding to marketing to sales to client experience to deliverables to lead generation to twitter, we all need help with the big picture: how to leverage our times for the long haul while keeping our focus tack sharp. Let Dane Sanders help you champion your business and be comprehensively creative in ways you never thought possible. To read more about Dane and see his images visit www.danesanders.com.

MATT HILL

The New Renaissance
Connect, Revise, and Grow on The Web



Ever wonder how to harness the dizzying array of tools available to you on the Web to promote your photography business? Matt Hill presents a simple and practical explanation of SEO, SEM, Social Media, Blogs, Video and more from the perspective of a seasoned Marketing Communications professional, photographer, artist and filmmaker.

CHARLES AND JENNIFER MARING

Moments and Motion



Take charge of the future today and learn the tools and techniques for capturing still photography, digital cinema, sound, and light to deliver more excitement and products in print, online, mobile, and on the big screen. Charles and Jennifer Maring share insight to how they pull off big wedding productions that pull out all the stops for clients that expect the best. To read more about the Marings and see their images visit www.maringphoto.com.

RON DAWSON

Taking Full Advantage of Today's Technologies

Ron Dawson (AKA Blade Ronner) will help you navigate the often confusing world of social media as well as how to effectively use video in your sales and marketing. As the producer and director of countless promotional videos and WPPI's wrap up video for the past three years, Ron's award-winning concepts will help you create a stronger image for your own media components. To read more about Ron and see his videos visit www.daredreamer.com.

JERRY GHIONIS

Pose or PJ - The Best of Both Worlds



Jerry Ghionis will share his vision as he reveals his inspiration, thought process and technique in the distinctive style of photography he is renowned for with some of his latest images. Posed or PJ (Photojournalism)? Jerry will show you how he poses and directs his clients, then evokes emotion and movement to create glamorous but natural looking shots. He will not only share with you how he captures the natural magic of a wedding day but will teach you how to capture magic of your own. Why not have the best of both worlds? Jerry will teach you how to shoot like 2 photographers; the main photographer and a second shooter. Join one of the industries brightest stars and six time winner of the WPPI Wedding Album of the Year Award for an evening that promises to be inspiring, challenging, educational and entertaining. To read more about Jerry and see his images visit www.jerryghionis.com.

MITCHE GRAF

Promotions That Work - In Any Economy!

Join internationally renowned educator and crowd-favorite Mitche Graf for this in-depth look into the secrets of how to put together a winning promotion that will make your phone ring and bank account sing! Mitche will share with you successful case studies from all over the world from top photographers that generate in excess of \$11,000,000 a year in sales for their studios. Step-by-Step details of how to implement them into your studio the very first day you get back home! This motivational and inspirational program will give you the meat-and-potatoes information you need in order to make more money, even in a down economy. To read more about Mitche visit www.powermarketing101.com.



KEN SKLUTE

Lighting - Kick It Up a Notch!

Ken will show you how to think out of the box when it comes to lighting on location! See what he's up to with strobes, tungsten, gels, the latest in radios and awesome ideas to take your location work up a FEW levels! As one of the industry's most diverse photographers and a Canon Explorer of Light, Ken will help you develop new techniques to create more excitement in every image you capture. To read more about Ken and see his images visit www.kensklute.com.

SKIP'S SUMMER SCHOOL:

The Schedule

SUNDAY, AUGUST 16, 2009

4:00 PM Badge Pick Up & Registration Opens

7:00 - 7:45 PM Kosta Mallios

8:00 - 10:00 PM Skip Cohen
(Special Guest Speaker: Scott Bourne)

MONDAY, AUGUST 17, 2009

8:00 - 10:00 AM Bambi Cantrell

10:30 - 12:30 PM Robert Evans

12:30 - 2:00 Lunch Break

2:00 - 4:00 PM Tony Corbell

4:30 - 6:30 PM Kevin Kubota

6:30 - 8:30 PM Dinner Break

8:30 - 10:30 PM Jim Garner

TUESDAY, AUGUST 18, 2009

8:00 - 10:00 AM Dane Sanders

10:30 - 12:30 PM Matt Hill

12:30 - 2:00 Lunch Break

2:00 - 4:00 PM Charles & Jennifer Maring

4:30 - 6:30 PM Ron Dawson

6:30 - 8:30 PM Dinner Break

8:30 - 10:30 PM Jerry Ghionis

WEDNESDAY, AUGUST 19, 2009

8:00 - 10:00 AM Mitche Graf

10:30 - 12:30 PM Ken Sklute

Private Coaching & Teaching

Many of our speakers will be available for an additional day beyond the Summer School schedule. Should you have an interest in working with them one on one or in a smaller group, anticipated to be no more than 20 people, please contact them directly. The charge and class size for this type of program will be coordinated directly through them and not through Skip's Summer School. Think about it - if you're interested in actually shooting or working with one of these icons, you're already there. This could be an ideal opportunity.

SKIP'S SUMMER SCHOOL:

The Speaker & Sponsor's Corner

Directly outside the ballroom where all programs will be presented will be Speaker and Sponsor's Corner. There's half an hour between each program, 1 ½ hours at lunch and 2 hours at dinner to interact with many of the speakers and sponsors. In addition, free wifi is available at the lounges at either end of the third floor of the Conference Center.

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Marathon



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SKIP'S SUMMER SCHOOL:

The Cost

The cost for each attendee is \$279 and we will cut off registration and not go beyond the maximum capacity. We want to make sure everyone has a seat! The room will be set up classroom style with everyone not only having a seat but a place at a table.

Your registration for Skip's Summer School includes FREE full registration for WPPI2010. This registration is non-transferable and only for the Summer School attendee and for WPPI2010 in March, 2010. Registration also includes 6 months FREE membership in DWF (Digital Wedding Forum). You will be receiving an email to activate your free membership shortly after Summer School.

Lodging, transportation and meals are not included, however, the MGM Grand has put together a special Skip's Summer School rate of just \$69 per night. They'll also be providing you with a card similar to the WPPI Bonus Card, offering you 2 for 1 specials at many of their restaurants and the bars in the hotel.

The room block will fill up fast and there are no guarantees on the room rate after July 24. So, book your room early by calling 1-877-880-0880 and ask for the Skip's Summer School rate.

All Summer School programs will take place on the third floor.

Coffee and Lunch Breaks: We're sorry but in order to keep the cost down on this exciting program, coffee, lunch or dinners will not be provided. However, the MGM will be providing their 2 for 1 entrée and drink card good at numerous restaurants and bars within the hotel. In addition, we've provided ample time for you to visit the food court in the hotel at lunch time.

SKIP'S SUMMER SCHOOL:

The Accommodations

The MGM Grand is one of the best hotels in Las Vegas with an outstanding Conference Center, home of WPPI 2009-2011. The hotel has put together an outstanding program for this year's attendees. The rate is \$69 for a standard deluxe room. There are also special rates with limited availability for suites. The \$69 rate for our room block, although some rooms might be available, cannot be guaranteed after July 24, so book your room early.

In addition, the MGM will be giving every attendee a special activity discount card good for discounts at several of MGM's fine restaurants, bars and clubs.*

To make your reservation contact the MGM directly at 702-891-1111 or 877-880-0880 and request Group Code SSS003.

**Skip's Summer School is proud to present MGM's unprecedented Value Pass!*

* **Two for One Entrees at Any of These Fine Dining Restaurants:** Craftsteak, Diego, FiAMMA Trattoria & Bar, L'Atelier de Joel Robuchon, Nobhill Tavern, Pearl, SEABLUE and Shibuya (warm plates). Second entrée must be of equal or lesser value. Limit one per person. Must present card prior to ordering. Not valid on special menus.

* **\$29.99 Eat All Day at the Grand Buffet** - must present authorized buffet pass with daily receipt for re-entry.

* **Two for One Drinks at Bars and Lounges:** Centrifuge, Rouge, Zuri, West Wing Bar and Nobhill Tavern. Second drink must be of equal or lesser value.

* **Complimentary Admission to Wet Republic, Studio 54 & Tabu Ultra Lounge.** Must be at least 21. Dress code enforced for nightclubs.

* **40% off show Ticket to KA by Cirque de Soleil** - available only for MGM Grand Hotel guests with valid room key. Subject to availability. Offer may be cancelled at anytime. Not valid on existing orders.

* **25% Off Christophe Salon Services** - Includes haircut, wash & style, hair color, nails and make-up

* **15% Off Grand Spa Treatments, \$5 Off Grand Spa Facility Pass.** Not valid on Friday or Saturday. \$5 off does not apply to gym pass.

* **15% Off Regular Priced Items at Xclusiv, MGM Grand & Co. KA Boutique and Lion Habitat.** Excludes snacks, sundries and beverages.

Management reserves all rights. Restrictions may apply. Card has no cash value. Tax and gratuity not included. Cannot be used in conjunction with any other offers. Expires 8/20/09.

Plus there's a special bonus of a \$35 Activity Credit per stay. Activity credit valid towards dining or entertainment. Dining credit is not valid at Rainforest Cafe, Emeril's, Starbucks, and Stage Deli. Entertainment credit valid for KA by Cirque du Soleil or MGM Grand's Crazy Horse Paris and must be redeemed after check-in.

SKIP'S SUMMER SCHOOL:

The Policies

Speakers: Although unlikely, speakers are subject to change without notice. In the event that a speaker is forced to cancel his/her program, a speaker and topic of the same expertise and relevance will be substituted.

If you register with the "Easy Payment" plan, your \$99.00 deposit/first installment will hold your reservation for Summer School. Your credit card will AUTOMATICALLY be billed on September 16, 2009 and October 16, 2009 for \$99 on each date. There will be a \$25 service charge if your credit card is declined.

Cancellation/Refund Policy: Cancellation requests must be made via email to info@mei500.com by July 27, 2009, and will be subject to a \$25 cancellation fee. No refunds will be made for cancellations after July 27, 2009. Persons who register and fail to attend will not receive a refund.

Special Assistance: If you require special assistance in accordance with the Americans with Disabilities Act, please write to info@mei500.com by July 16, 2009. Should you require a wheel chair or mobile cart please contact the MGM bell desk directly.

Smoking: The MGM Conference Center is a non-smoking environment.

Cell Phones: Please shut off or silence your cell phone during all scheduled programming.

Video-taping & Photographs: No video-taping or photographing of presentations is allowed without express permission by the speaker.

Private Instruction: Private Instruction following the Summer School program is strictly a relationship between the attendee and the instructor. All costs, timing and class size is at the instructor's discretion.