

2009 VPPA FALL SEMINAR  
HOLIDAY INN KOGER CENTER - RICHMOND, VA  
NOVEMBER 13-15, 2009

FRIDAY NIGHT, NOVEMBER 13, 2010, 7 PM  
BUSINESS AND MARKETING ROUND TABLE

JOIN MODERATOR ANTHONY RUMLEY AS HE GUIDES OUR PANEL OF EXPERTS, DAN BUTLER, CATHY BENTON, JESSICA ROBERTSON, MARTIN MONTGOMERY, STEPHANIE STRIMPLE AND MEGHAN BAILLARGEON THROUGH A DISCUSSION ON BUSINESS ISSUES AND MARKETING TECHNIQUES. PLEASE SEND A FEW QUESTIONS IN ADVANCE TO ANTHONYRUMLEY@MAC.COM TO BE SURE THAT YOUR QUESTIONS GET DISCUSSED.

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SATURDAY MORNING, NOVEMBER 14, 2010, 9 AM - KEVIN HURLEY  
USING CREATIVE MARKETING TO DRIVE BUSINESS TO YOUR DOOR

WE'LL SHOW YOU THE TECHNIQUES WE USE ON A DAILY BASIS.

QUICK TAKES PROGRAM	E MAIL NEWSLETTERS
FACEBOOK	DIRECT MAIL
BILL BOARDS	PRINT DISPLAYS
KHP BUCKS	SENDOUT CARDS
AND MUCH MORE...	



THE ONLY CATCH IS... YOU HAVE TO USE THEM OR THEY WON'T WORK!

"REMEMBER SUCCESSFUL PHOTOGRAPHERS DO, WHAT OTHERS PHOTOGRAPHERS WON'T"  
ANGELA CARSON

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SATURDAY AFTERNOON, NOVEMBER 14, 2010, 1 PM - LISA CARTER  
CHILDREN'S PHOTOGRAPHY - AGES AND STAGES!

LISA CARTER, OF PHOTOGRAPHY BY LISA, WILL DISCUSS HOW SHE RELATES WITH HER CLIENTS TO KEEP THE BABY BUSINESS A GROWING PART OF HER STUDIO. EDUCATING THE CLIENTS ON WHEN YOU EXPECT THEM TO BRING THE LITTLE BUNDLES OF JOY INTO THE STUDIO FOR THEIR SESSIONS IS KEY! YOU MUST KNOW THE DIFFERENT STAGES A CHILD WILL GO THROUGH IN THEIR FIRST FEW YEARS TO GET THEM UNDERSTANDING WHY THEY KEEP BRINGING THEM BACK. DON'T JUST STOP AT THE FIRST YEAR! SHE WILL SHARE SOME OF HER PRODUCT IDEAS AND WHAT WORKS FOR HER.



YOU CAN VISIT HER SITE AT [WWW.PHOTOBYLISA.COM](http://WWW.PHOTOBYLISA.COM)



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SATURDAY EARLY EVENING, NOVEMBER 14, 2010, 5 PM -  
JEFF BOWMAN, JAMES COOK, PETE WRIGHT  
FROM ORDINARY TO EXTRODINARY, MAKING A PRINT INTO A COMPETITION IMAGE

JOIN JEFF, JAMES AND PETE AS THEY TAKE YOU THROUGH THE CONVERSION OF AN ORDINARY IMAGE TO ONE THAT IS WORTHY OF COMPETITION. BRING YOUR OWN FULL RESOLUTION IMAGES TO THEM AND SIT WITH THEM INDIVIDUALLY AS THEY WORK WITH YOU ON YOUR IMAGES TO REALIZE THEIR FULL POTENTIAL. USE THE PROGRAM AS AN OPPORTUNITY TO LOOK AT IMAGES DIFFERENTLY SO WHEN IT'S TIME TO GET YOUR IMAGES READY FOR COMPETITION YOU CAN STEP OUT OF YOUR BOX AND INTO A BLUE RIBBON.