

pdn. OUTDOOR PHOTO EXPO

FOR IMMEDIATE RELEASE

REGISTRATION OPEN FOR SECOND ANNUAL PDN OUTDOOR PHOTO EXPO

*Workshops, Seminars, and Technology All Take Center Stage -- Indoors and Out --
In Beautiful Salt Lake City, Utah -- August 1-4, 2012*

*Corey Rich, Moose Peterson, Mary Virginia Swanson, Bruce Dorn and Others Demonstrate New
Photo Techniques and Explain How to Make Money with Your Photos & Videos of
the Great Outdoors*

Salt Lake City, UT –April 12, 2012 – The Nielsen Photo Group (NPG) announced today that [registration](#) for its second annual [PDN Outdoor Photo Expo](#) (OPE) in Salt Lake City is now open. Outdoor Photo Expo is the only educational conference and trade show dedicated to outdoor photography, including adventure, landscape, nature, outdoor sports, travel and wildlife and will again coincide with the [Outdoor Retailer](#) Summer Show (August 2-5), the world's largest expo featuring gear, apparel, equipment, technology and more that support the active outdoor lifestyle. The OPE schedule of events includes an Open Air Demo August 1st at Jordanelle State Park, with a myriad of events geared towards product previews, hands-on testing and outdoor picture taking with fellow industry advocates. A workshop is being planned for August 2nd. The OPE conference and trade show will be held at the Grand America Hotel in Salt Lake City, August 3-4, 2012

Salt Lake City and its mountainous surroundings provide the perfect backdrop for a photography show dedicated to education, technology, special events, and outdoor gatherings. This year's line-up of seminars is designed to give attendees a complete photographic experience with the great outdoors.

Admission to the OPE trade show is [free](#) for those who register online in advance.

"Education remains the core of our trade shows and events and this year's Outdoor Photo Expo will be no exception," explains Jeff McQuilkin, Group Show Director, Nielsen Photo Group, which also owns PDN PhotoPlus Expo (PPE), and the Wedding and Portrait Photographers International (WPPI) trade shows. "Last year, Salt Lake City proved to be the perfect backdrop for an outdoor and nature photography show, and we are very excited about the activities and seminars we have this year."

OPE Seminars

Whether you're a professional photographer looking to learn new shooting techniques and see the latest in imaging technology, or an enthusiast who simply loves photography and want to hone your craft by learning from world renowned photographers and educators, Outdoor Photo Expo will offer an extended menu of events and opportunities for everyone.

OPE Conference seminars will be presented during three time slots on , Friday August 3rd: 8:00 to 9:45 a.m., 4:15 to 6:00 p.m., and 6:15 to 8:00 p.m., and two time slots on Saturday, August 4th: 8:00 to 9:45 a.m. and 4:15 to 6:00 p.m. Following is a description of seminars. For a full listing of seminars, and to register, please visit OutdoorPhotoExpo.com

OPE Seminar Descriptions and Schedule*

MORNING SEMINARS

Friday, August 3, 2012

8:00 to 9:45 AM

Adobe Lightroom 4 and Photoshop CS6: A Commercial Photographer's Workflow

[Kevin Winzeler](#) -- *Sponsored by Adobe*

Join Kevin Winzeler as he demonstrates his workflow and creative process to take your images to the next level. Lightroom 4 will include the Library and Develop modules with a discussion on file management; keywording, metadata; GPS tags and the power of collections. New features will also be explored including toning, presets, selective adjustments, cross processing and publishing to social media and websites. Finally, we'll go into Photoshop CS6 features including fill, patch and move tools, cropping, creating seamless panoramas and more.

I Want to Get Started in Wildlife Photography

[Moose Peterson](#) -- *Sponsored by Epson*

"If you want to play with the big boys, you gotta have a 600mm," Peterson has been quoted as saying, but don't be alarmed. A basic DSLR and a 70-300mm or 100-400mm lens taught him all the main lessons he depends on today. Peterson shares lessons; techniques, tricks and tips you can apply to your photography to not only get started in wildlife photography, but go way beyond the boundaries of a beginner. Beginner to intermediate levels.

Storytelling + The Outdoor Photographer Athlete

Panel Discussion: [Grayson Schaffer](#), [Jimmy Chin](#), [Michael Mauro](#), [Rob Haggart](#), Scott Wilson
In the midst of an information revolution, who better to communicate to the media-obsessed masses than the outdoor athlete photographer? The industry has a long tradition of athletes who shoot, but now is the time for people with a passion for storytelling to become a brands most valuable asset. Come hear from new media pioneers, photographers and bloggers as they discuss how technology has made authentic storytelling red hot. All levels.

Photo Editing 101: What Every Photographer Needs to Know (But Probably Doesn't)

[Patrick Donehue](#)

Having the ability to effectively edit one's own imagery is a critical skill that many photographers have difficulty mastering. Enhancing this skill allows photographers to create a strong and lasting impression on the eyes of photos editors, art directors, and other viewers of

photography. This seminar will address photo editing for print and digital media, and will specifically cover editing images for placement in portfolios, websites, and stock photo distribution. Donehue will show actual examples for the editing process and outline strategies by some of the world's most successful photographers. All levels.

AFTERNOON SEMINARS

Friday, August 3, 2012

4:15 PM – 6:00 PM

The Anatomy of a Multimedia Project

[Corey Rich](#) – *Sponsored by Adobe*

Filmmaker and photographer Corey Rich will highlight his recent multimedia projects, combining video, stills and audio, shot for Nikon, The North Face and Patagonia. Discussion will cover the process, soup to nuts, detailing all that goes into developing and delivering a final video and corresponding set of photographs for a commercial or advertising client, including estimate, shooting and post-production. Behind the scenes footage will be shown to illustrate how the productions unfold. Attention will be given to media management, archiving strategies, post production and more, utilizing Adobe Photoshop, Lightroom and Premiere Pro. All levels.

Finding Photographic Genius in Your Own Backyard

[Darrell Gulin](#) -- *Sponsored by Canon*

Often as photographers, we want to travel and photograph the world, but many times the greatest potential to create our best work is closer to home. Darrell Gulin will share images from the High Arctic to Antarctica, Holland, Turkey, Africa and Australia and explain how these images were captured. Then he'll share images taken from literally his own backyard, which represent 40 percent of his sales. Butterflies, moths, feathers, flowers, birds, beetles, are only some of the subjects he captures. Gulin will explain the practice and art behind conceiving creative images. All levels.

Client Direct: Getting the Jobs You Want

[Debra Weiss](#), [Jimmy Chin](#)

Have you ever wondered if a client/photographer relationship can be long lasting, loyal and creatively fulfilling? Join creative consultant Debra Weiss and hear from a panel of experts that includes photographer Jimmy Chin and others for a candid discussion on what it takes to create and nurture a client direct relationship that can lead to lasting productive and creative experiences for all. All levels.

Conquer Composition

[Adam Barker](#)

Composition is the rawest expression of who we are as photographers. Countless photographers hammer home the technical intricacies of creating memorable imagery, but many struggle with the simple act of arranging a scene within the photographic frame that will speak to viewers. Adam Barker will share techniques for creating three-dimensional compositions that immediately engage viewers and leave them entrenched in an image. Discussion will include concepts like utilizing zones, proper balance within the frame, giving each image a visual journey within the frame, and much more. Beginner to intermediate level.

EVENING SEMINAR

Friday, August 3, 2012

6:15 PM – 8:00 PM

Ansel Adams: Advocate for American Photography

[Mary Virginia Swanson](#)

Mary Virginia Swanson worked closely with Ansel Adams during her tenure as director of education at The Friends of Photography (1980-1984), an organization that Adams co-founded. Swanson will discuss Adams' life-long contributions to the broad acceptance of photography as an art form and will chart his passion for sharing his love of the medium. Highlights will include Adams' early days leading photography "outings" in Yosemite for the Sierra Club, his role in establishing a permanent department of photography at the Museum of Modern Art, and his involvement as teacher and mentor to many of today's most respected photographers. Today, Swanson is widely respected as an educator, creative consultant and author; her most recent title co-authored with Darius Himes is *Publish Your Photography Book* (Princeton Architectural Press, 2010). All levels.

MORNING SEMINARS

Saturday, August 4, 2012

8:00 to 9:45 AM

Photoshop + Lightroom

[Corey Rich](#)

For seminar description, visit OutdoorPhotoExpo.com

A Career in Outdoor Photography

Moderator: Amber Terranova

Panelists: Amy Silverman, [Boone Speed](#) and [Yassine Ouhilal](#)

Sponsored by PDN

For many outdoor/adventure photographers shooting what they love is the ultimate goal. But turning that passion into a career with steady clients can be a challenge on many fronts. What does it take, and how do you do it? This discussion will address the creative and psychological aspects of building your career and focus on the career trajectory of different types of outdoor photographers. You'll also gain insight directly from photo editors, in this case *Outside* magazine's, Amy Silverman. Panelists will share tips on how to overcome the challenges that arise while shooting in intense outdoor conditions/environments. Beginner to intermediate levels

The Future of Stock Licensing

[Ian Shive](#), Jon-Paul Harrison

Sponsored by Tandem Stock

This informative panel will explore how the "free-media" market, viral campaigns and social media are driving a new way of thinking and doing business in the traditional stock licensing market. The panel will explore business models and discuss how free-media and social media may drive future revenue models for photographers, as well as general trends in the editorial and commercial marketplace. Other topics will include selling trends, buyer trends and analysis of

where licensing is headed with the iPad and mobile media markets. All levels.

How I Crushed the Economic Downturn: The Video Business for Outdoor Photographers

[Andrew Kornylak](#)

Andrew Kornylak has been a professional outdoor photographer since 2000, when he accepted his first lowball stock license. He has since made every mistake in the book, yet continues to thrive as an independent media producer, nearly doubling his business every year for the last three years. That was about the time he started producing video, a field full of landmines for even the seasoned business-savvy photographer. Andrew will share his knowledge, experience, and knack for navigating the business of video production. All levels.

AFTERNOON SEMINARS

Saturday, August 4, 2012

4:15 PM – 6:00 PM

Safari 101: How to Prepare for a Once-In-A-Lifetime Photo Safari

[Bruce Dorn](#) -- *Sponsored by Canon*

In this seminar, Canon Explorer of Light and Hollywood Director Bruce Dorn shares tips and techniques to help you get the best possible results from that once-in-a-lifetime photo safari you dream of taking. These same techniques apply even if your safari takes you no further than your own local forests and National Parks. Many of Dorn's previous workshop and safari attendees have gone on to win high honors for their nature and wildlife imagery so don't miss this informative and inspiring session. Users of any and all camera brands are welcome! Beginner to intermediate levels.

Nature's Elusive Beauty: Composition for Nature and Landscape Photography

[Jennifer Wu](#) – *Sponsored by Canon*

For seminar description, visit OutdoorPhotoExpo.com

A Career with Your Camera in Today's Marketplace

[Mary Virginia Swanson](#), [Patrick Donehue](#)

The markets for contemporary photography are rapidly evolving. Who is hiring photographers and for what skills? What markets are interested in your existing work for licensing, fine print sales or décor usage? And how do you maintain a strong brand presence in print, website and social networking? In this visual presentation, industry veteran Mary Virginia Swanson and Patrick Donehue will provide participants with an overview of what a successful career in photography looks like today, highlighting changes to traditional sales models and showcasing new opportunities to broaden your audience. All levels.

Making Waves: In Intro to Surf Photography

[Yassine Ouhilal](#)

This seminar will be an essential primer for outdoor photographers interested in jumping headfirst into surf photography. It will explore an overview of the essential categories of surf photographs that surf magazines like to publish and will include techniques to achieve the best

results in specific categories. Special focus will be on gear used in surf photography along with general strategies for penetrating this exciting market.

To register to attend the Outdoor Photo Expo [click here](#).

For information about exhibiting at the Outdoor Photo Expo, call or email Melissa Kittson at 703-812-2727 melissa.kittson@nielsen.com

About PDN Outdoor Photo Expo

PDN'S OUTDOOR PHOTO EXPO (OPE) will consist of two days of exposition and educational seminars. Currently there is no equivalent live event that is dedicated to the outdoor photography market: adventure, landscape, nature, outdoor sports, travel and wildlife.

OPE is being held in conjunction with Outdoor Retailer which attracts thousands of buyers and senior level decision makers looking for outdoor specific products, services, brands, fresh ideas and outdoor innovations that support the active outdoor lifestyle. OPE will focus on bringing together the latest and greatest technologies in the photography and imaging industries with end users from professional photographers and high-end prosumers to educators, studio managers, photo editors and more looking to take their craft to the next level.

***Seminar descriptions, dates and times are subject to change.**

About Photo District News

Photo District News (PDN), the award-winning monthly magazine has been covering the professional photographic industry for over two decades. Every month, PDN delivers unbiased news and analysis, interviews, portfolios of the latest photographic work, photographic techniques, new technologies, and more.

The PDN network of web sites, including PDN online, Photoserve, Photosource, PDN edu and Emerging Photographer, is an unparalleled source of information and inspiration for professional photographers, photo buyers, visual creatives, photo students and their instructors.

PDN also hosts the annual PhotoPlus International Conference and Expo in New York City drawing nearly 24 thousand attendees specializing in all sectors of photography and image making. In 2011, for the first time ever, the popular Wedding and Portrait Photographers International Assn. (WPPI) will host a conference and expo in New York City, which will be united with PhotoPlus Expo to combine and deliver the most comprehensive array of exhibitors, seminars and events serving the photographic industry at one time within the Javits Convention Center. Dates range from October 26-29, 2011. For more information on PhotoPlus Expo and WPPI NYC@PhotoPlus [click here](#).

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