

Day-by-Day Schedule
The Ultimate Money-Making Photography Workshop
New Orleans, LA
March 13 – March 15, 2009

Hosted by the American Writers & Artists Inc.

Royal Sonesta Hotel

300 Bourbon Street, New Orleans, LA 70130 • Phone: 504-586-0300

FRIDAY, MARCH 13

- 8:00-8:30AM** Check-in with coffee, muffins, and bagels. Meet and mingle with your fellow photographers in the <FILL IN> Room.
- 8:30-9:00AM** Welcome & Staff Introductions, by Lori Allen, Director of AWAI's Travel Division
- 9:00-9:30AM** What to Shoot Now: An Inside Look at Today's Hottest Trends and How You Can Profit from Them, by freelance travel writer and contributing editor to International Living Magazine, Jennifer Stevens.
- 9:30-10:30AM** Breaking into Online Stock Photo Agencies: How to Set Up an Automatic Cash Account and Sell Your Photos Online... Even While You Sleep, by professional photographer, Shelly Perry
- 10:30-10:45AM** Break
- 10:45-12:00AM** Breaking into Online Stock Agencies, Part 2. The Secret to Getting Started and Why Most Photographers Get Unwanted Rejections, by Shelly Perry.
- 12noon-2:00PM** Lunch is on your own today.
- 2:00-3:00PM** Meet Your Biggest Photo Buyer: How Graphic Designers Really Use Your Photographs... Plus, An Un-Explored Niche: Health and Healing... Where Pictures of Q-tips, Yogurt Containers, and People with Arthritis Sell for Super Fast Cash, by Graphic Designer, Lori Haller
- 3:00-3:45PM** Working with Models and Model Releases: Tricks of the Trade Photographers Use When Photographing People for Profit, by Shelly Perry.
- 3:45-4:00PM** Break

■ **FRIDAY, MARCH 13**

4:00-5:00PM 40,000 Sales in Less than 12 Months: The Fastest Way to Go from Beginner to Pro — No Experience Necessary, By former real estate agent turned professional photographer, Jani Bryson

Break Out Sessions — Choose one of these two options, below.

5:00-6:15PM **ROOM NAME** — Building Your Photo Business Locally: Creating a Goldmine in Your Own Backyard, by professional photographer, Rich Wagner.

Photo Studio (ROOM NAME) — Advanced studio shoot for past attendees and experienced photographers

6:30-7:30PM Welcome Cocktail Reception in the <FILL ROOM NAME>.

Dinner is on your own tonight.

SATURDAY, MARCH 14

8:00-8:30AM Pick a seat and get settled. Coffee and muffins will be provided. Class will start promptly at 8:30 in the <FILL ROOM NAME>.

8:30-8:45AM Opening Remarks, by Lori Allen

8:45-9:45AM The #1 Key Ingredient in Most Successful Photographs... and Three Ways to Help You Get it Right, by Rich Wagner

9:45-10:30PM An Introduction to the Fastest Photo Editing Tool Around (Lightroom 2.2) with an Inside Look at How it Can Save Even Your Less-than-Perfect Shots, by Rich Wagner

10:30-10:45AM Break

Break Out Sessions — Choose one of these three options, below.

10:45-12:00PM	ROOM NAME — Selling Portraits for Fun and Profit by Rich Wagner and Shelly Perry	ROOM NAME — When you Have Photos First: The Easiest and Fastest Way to Land a By-Line and a Check, by Jennifer Stevens.	Photo Studio (ROOM NAME) — Open
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12:00-2:00PM Lunch is on your own today.

Break Out Sessions — Choose one of these three options, below.

2:00-3:30PM	ROOM NAME — Travel Photography on the Fly: 7 Insider Tricks for Shooting Magazine Photos on Location, by Patrick Stevens	Laptop Lab (ROOM NAME) — Pro-Processing for Stock and Magazines with Shelly Perry	Photo Studio (ROOM NAME) — Open
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3:30-3:50PM Break

Break Out Sessions — Choose one of these three options, below.

3:50-5:00PM	ROOM NAME — A Professional Photographer's Most Coveted Secret — How to Photograph People and Objects on a White Background, by Jani Bryson	Laptop Lab (ROOM NAME) — Pro-Processing for Travel and Fine Art with Rich	Photo Studio (ROOM NAME) — Open
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5:00-5:30PM Selling Your Photos to Regional Magazines: Meet the Managing Editor and Photo Buyer at Country Roads Magazine, Dale Irvin

6:15-8:00PM Cocktail Reception in the <FILL ROOM NAME>.

SUNDAY, MARCH 15

8:00-8:30AM Pick a seat and get settled. Coffee and muffins will be provided. Class will start promptly at 8:30 in the <FILL ROOM NAME>.

8:30-9:30AM The Inside Scoop: What It Takes to Sell Photos of Food to Magazines and Trade Publications, by Art Director, Alicia Noack

Break Out Sessions — Choose one of these three options, below.

9:30-10:30AM	ROOM NAME — Photographing Food: Tricks of the Trade for Writers and Photographers Photographing Food for Stock or in Restaurants to Sell with an Article, by Rich Wagner and Alicia Noack	Laptop Lab (ROOM NAME) — Pro-Processing for Stock and Portraits with Jani Bryson	Photo Studio (ROOM NAME) — Open
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10:30-10:45AM Break

Break Out Sessions — Choose one of these three options, below.

10:45-12:00PM	ROOM NAME — An Easy, Low-Budget Way to Set Up Your Own Webpage and Take Orders Online, by Shelly Perry	ROOM NAME — How to Select the Right Camera, by Rich Wagner	Photo Studio (ROOM NAME) — Open
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12:00-2:00PM Lunch is on your own today

Break Out Sessions — Choose one of these three options, below.

2:00-3:30PM	ROOM NAME — Your Step-by-Step Start-Now Plan: How to Turn a 3-Day Family Vacation into \$2700, by Jennifer Stevens.	Photo Studio (ROOM NAME) — How to Put Together and Manage Your Own Studio Light Set-up at Home, with Rich Wagner in the Photo Studio	Group Photo Review (ROOM NAME) with Shelly Perry
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3:30PM-4:30PM Q&A and Success Panel. We polled the attendee list to see who has had the most success selling their photos and asked them to share their experiences with the rest of the group. Find out what's been working for them, how they did it, and what you need to do to find similar success.

4:30-6:00PM Farewell Cocktails