

Maternity & Newborn
Children & Family
High School Senior
Engagement & Wedding
Models & Fashion

Natural Light
On/Off-Camera Flash
Studio Light
Creative Alternative Light

Business Foundation
Marketing & Networking
Pricing & Sales

Post-Production Workflow
Retouching in Photoshop
Design & Composition
Creative Inspiration

Creating an Experience
Client Interaction
Fundamentals
Posing

Complete Video Track

Small Group Roundtables
Image & Marketing Critiques

AFTER DARK EDUCATION



BROOKE SHADEN



CHUCKIE ARIUND



DAMON TUCCI



DAN FRIEVAIT



DENA DEMINT



DON CHICK



KEVIN HUDSON



KEVIN JORDAN



LESLIE SPURLOCK



LINDSAY ADLER



MARK FITZGIBBONS



MATT LUCAS



STEPHANIT ZETTL



SUSAN & NEIL SILVERMAN



TERRI TRAWICK



TRAVIS & PAULA GADSBY



VICKI TAUFFER



VICTORIA MYSZKA

DALLAS, TX FEB 27TH TO 29TH 2012

Real Time Learning

AD @ AFTERDARKEDU .COM

EVENT 10



WWW.AFTERDARKEDU.COM

EST 2009



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ABOUT AFTER
DARK EDU**



**MONDAY
FEB 27TH 2012**

10:30 to 12 Noon
Registration in Pre-Function West

11:00 to 12 Noon
CANON presents "Photo Basics"

12 Noon to 1:00
Attendee Orientation in Bella Harbor Ballroom

1:30 to 3:00 & 3:15 to 4:45
Afternoon Business/Production Pods

3:00 to End of AfterDark
CANON Print Station Open

3:00 to 5:00
CANON Equipment Loan

4:45 to 7:00
Dinner Break

7:00 & Beyond*
Image & Marketing Critiques

10:00 & Beyond *
Small Group RoundTables

*We will start with critiques and flow straight into an informal Q&A's. Bring your questions and don't be afraid to ask! Flow from one group to another.

**TUESDAY & WEDNESDAY
FEB 28TH & 29TH 2012**

All Day
CANON Print Station Open

9:00a to 4:00
CANON Equipment Loan
CANON Clean & Check Clinic

11:30a to 1:00
Mentor Meet & Greet in Bella Harbor Ballroom

1:15 to 1:30 & 3:15 to 3:30
Intro to Location Session in Pre-Function West

1:30 to 3:00 & 3:30 to 5:00
Afternoon Location Sessions

5:00 to 7:00
Dinner Break

7:00 to 8:30 & 8:45 to 10:15
Evening Sessions

10:30 & Beyond
Welcome to After Dark Education

DALLAS MENTORS

- AMY PARRISH
- ANDREA WALKER
- BEN SHIRK
- BETH FORESTER
- BETH JANSEN
- BRIAN DEMINT
- BROOKE SHADEN
- CHUCK ARLUND
- DAMON TUCCI
- DAN FRIEVALT
- DENA DEMINT
- DON CHICK
- JASON GROUPE
- JED TAUFER
- JORDAN CHAN
- JULIE KLAASMEYER
- KATHY HOLCOMBE
- KEVIN FOCHT
- KEVIN HUDSON
- KEVIN JORDAN
- LESLIE SPURLOCK
- LINDSAY ADLER
- MARK FITZGIBBONS
- MATT LUCAS
- MIKE RIDINGER
- NEIL VAN NIEKERK
- PETER HOLCOMBE
- SANDY PUC
- STACY WALKER
- STEPHANIE ZETTL
- SUSAN & NEIL SILVERMAN
- TERRI TRAWICK
- TRAVIS & PAULA GADSBY
- VICKI TAUFER
- VICTORIA MYSZKA

MONDAY

1:30 TO 3:00 ONE-THIRTY TO THREE ONE-THIRTY TO THREE ONE-THIRTY TO THREE ONE-THIRTY TO THREE ONE-THIRTY TO THREE ONE-THIRTY TO THREE

<p>POD 1 Vicki Taufer Selling the Experience</p>	<p>POD 2 Neil van Niekerk basic portrait retouching (Photoshop)</p>	<p>POD 3 Brian DeMint Unleash your Creative Mind</p>	<p>POD 4 Brooke Shaden Jumpstarting You Career Online</p>	<p>POD 5 Kevin Focht Pricing and Packaging Yourself</p>	<p>POD 6 Julie Klaasmeyer Designer baby programs</p>	<p>POD 7 Mike Ridinger Customer Service that your clients will brag about!</p>	<p>POD 8 Matt Lucas Marketing in a Tough World.</p>	<p>POD 9 Mark Fitzgibbons Camera Basics</p>
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3:15 TO 4:45 THREE-FIFTEEN TO FOUR-FORTY-FIVE THREE-FIFTEEN TO FOUR-FORTY-FIVE THREE-FIFTEEN TO FOUR-FORTY-FIVE THREE-FIFTEEN TO FOUR-FORTY-FIVE THREE-FIFTEEN

<p>POD 1 Ben Shirk A look into the layers and techniques of popular composites</p>	<p>POD 2 Amy Parrish Defining Your Brand and Style</p>	<p>POD 3 Stephanie Zettl Improving your Bating Average with Sales</p>	<p>POD 4 Terri Trawick The "No Studio Boudie" ... Bodoir Business Basics</p>	<p>POD 5 Jed Taufer Basic Stuff Surrounding Photoshop and Workflow</p>	<p>POD 6 Beth Forester Rock You Senior Sales!</p>	<p>POD 7 Dena DeMint Makeup and Hair Styling Essentials</p>	<p>POD 8 Kevin Jordan 5 Steps to Great Wall Portrait Sales</p>	<p>POD 9 Susan & Neil Silverman Stock Photography, Is It For You??</p>
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CRITIQUES 7:00 & BEYOND CRITIQUES SEVEN AND BEYOND CRITIQUES SEVEN AND BEYOND CRITIQUES SEVEN AND BEYOND CRITIQUES SEVEN AND

<p>POD 1 Andrea Walker Intro to ProSelect</p>	<p>POD 2 Image Critique Neil & Susan Silverman Kevin Focht Neil van Niekerk</p>	<p>POD 3 Senior Critique Kevin Hudson Dan Frievalt Mike Ridinger</p>	<p>POD 4 Marketing Critique Beth Forester Julie klaasmeyer</p>	<p>POD 5 Sales Critique Kevin Jordan Kathy Holcombe Michael Corsentino</p>	<p>POD 6 Fashion Critique Lindsay Adler Brooke Shaden Chuck Arlund</p>	<p>POD 7 Wedding Critique Leslie Spurlock Jason Groupp Damon Tucci Peter Holcombe</p>	<p>POD 8 Children's Critique Amy Parrish Beth Jansen Vicki Taufer Julie Klaasmeyer</p>	<p>POD 9 Senior Critique Mike Ridinger Matt Lucas</p>
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Q&A's 10:00 & BEYOND Question and Answer's TEN & BEYOND Question and Answer's TEN & BEYOND Question and Answer's TEN & BEYOND Question and Answer's

<p>POD 1 Michael Corsentino Let the Work Flow</p>	<p>POD 2 Intro to Radiopopper Radiopopper Jordan Chan</p>	<p>POD 3 Kevin Focht & Chuckie Arlund Basic Photography</p>	<p>POD 4 Terri Trawick Senior Rep Program Stacy Walker Matt Lucas</p>	<p>POD 5 Seniors Q & A Dan Frievalt Ben Shirk Travis Gasby</p>	<p>POD 6 Random Q & A Brian DeMint Jed Taufer</p>	<p>POD 7 Weddings Q & A Jason Groupp Leslie Spurlock Stephanie Zettl Neil van Niekerk</p>	<p>POD 8 Intimate Portrait Q & A Terri Trawick</p>	<p>POD 9 Make Up & Style Q & A Dena DeMint</p>
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Q&A's 10:00 & BEYOND Question and Answer's TEN & BEYOND Question and Answer's TEN & BEYOND Question and Answer's

BAY 11
Intro to Light Modifiers
Mike Ridinger

AFTERNOON TUESDAY

1:30 TO 3:00 ONE-THIRTY TO THREE ONE-THIRTY TO THREE ONE-THIRTY TO THREE ONE-THIRTY TO THREE ONE-THIRTY TO THREE

BAY 11
Julie Klaasmeyer
Baby Couture

BAY 12
Amdrea Walker
Maternity Posing and Lighting

LOCATION
Chuck Arlund
The art of the Family formal

LOCATION
Leslie Spurlock
The Art of the Bridal Portrait

LOCATION
Brooke Shaden
Underwater Shooting: How to Shoot Underwater

LOCATION
Neil van Niekerk
off-Camera lighting on location .. where do we even start?

LOCATION
Dan Frievalt
Subject interaction and basic posing

LOCATION
Matt Lucas
Magazine Senior Lighting and Posing

LOCATION
Amy Parrish
On-Location Children's Portraits

LOCATION
Stacy Walker & Kevin Hudson
Find it, Light it, Shoot it

LOCATION
Mark Fitzgibbons
Manual Strobes on Location

3:30 TO 5:00 THREE-THIRTY TO FIVE THREE-THIRTY TO FIVE THREE-THIRTY TO FIVE THREE-THIRTY TO FIVE THREE-THIRTY TO FIVE THREE-THIRTY

BAY 11
Julie Klaasmeyer
Baby Basics

BAY 12
Beth Jansen
Shooting Natural Light on location indoors with babies.

LOCATION
Stephanie Zettl
Crappy locations? No problem!

LOCATION
Jason Groupp
How to kick ass with one light, and not know what you're doing.

LOCATION
Damon Tucci
Bride and Groom money shots

LOCATION
Brooke Shaden
Storytelling and Compositing: Using Multiple Images to Tell a Story

LOCATION
Matt Lucas
High School Senior Friends Group

LOCATION
Vicki Taufer
The Art of UnPosing

LOCATION
Travis Gadsby
Bring the Light - Working with Reflectors outside

LOCATION
Jordan Chan
OCF creative Senior fundamental Radio Popper

LOCATION
Peter Holcombe
Everything Weddings Series: 3) Shooting formals

10 BAY

BAY 10 will be an open bay at all times for attendees to work on their own. A model will be there at all times with an assistant. The assistant will be there to facilitate any attendee photographing. Here is the perfect opportunity to practice what you've been learning. Grab a group and come play!

WEDNESDAY EVENING

TUESDAY

7:00 TO 8:30 SEVEN TO EIGHT-THIRTY SEVEN TO EIGHT-THIRTY SEVEN TO EIGHT-THIRTY SEVEN TO EIGHT-THIRTY SEVEN TO EIGHT-THIRTY SEVEN TO EIGHT-THIRTY

<p>POD 1 OPEN</p>	<p>POD 2 Canon Video Basics</p>	<p>POD 3 Sandy Puc Killer Marketing for Epic Success</p>	<p>POD 4 Chuckie Arlund Fundamentals of photography, learning your camera</p>	<p>POD 5 Susan & Neil Simverman Travel Photography; If it is Worth Shooting, Make it Great</p>	<p>POD 6 Victoria Myszka Sales systems - Q and A</p>	<p>POD 7 Neil van Niekerk flash on the run</p>	<p>POD 8 Dena DeMint Couture Makeup and Hairstyling</p>	<p>POD 9 Lindsay Adler Social Networking Essentials for Photographers</p>
<p>BAY 11 Amy Parrish Fine Art Maternity Portraits</p>	<p>BAY 12 Mike Ridinger TuTus , Snotty noses and frogs</p>	<p>BAY 13 Damon Tucci & Radiopopper Intro to Radio Popper OCF system</p>	<p>BAY 14 Michael Corsentino Light me up: Foundation and advanced studio lighting techniques. Part 1</p>	<p>BAY 15 Don Chick Simple Lighting for Awesome Images!</p>	<p>BAY 16 Beth Forester & Kevin Hudson Rock the Pose!</p>	<p>BAY 17 Terri Tradwick Fundamentals of Light: Learn to see light with a purpose...</p>	<p>BAY 18 Ben Shirk Creating something from nothing - shooting composites part 1</p>	<p>BAY 19 Jason Groupp How to do kick ass studio light, and not know what you're doing.</p>

8:45 TO 10:15 EIGHT-FORTY-FIVE TO TEN-FIFTEEN EIGHT-FORTY-FIVE TO TEN-FIFTEEN EIGHT-FORTY-FIVE TO TEN-FIFTEEN EIGHT-FORTY-FIVE TO TEN-FIFTEEN EIGHT-FORTY-FIVE TO TEN-FIFTEEN

<p>POD 1 Damon Tucci Gentle Wedding Critique and directional LOVE</p>	<p>POD 2 Vicki Taufer Event Marketing</p>	<p>POD 3 Amy Parrish Editing Fine Art Maternity Portraits</p>	<p>POD 4 Julie Klaasmeyer Photoshop baby!</p>	<p>POD 5 Beth Jansen The science of being creative.</p>	<p>POD 6 Brooke Shaden Storytelling and Compositing: Editing</p>	<p>POD 7 Peter & Kathy Holcombe Client Interaction Pre-Wedding</p>	<p>POD 8 Ben Shirk Making something out of nothing (creating something extraordinary in PS) part 2</p>	<p>POD 9 Jed Taufer The Doctor is in/ Spiritual healing- Bring your questions</p>
<p>BAY 11 Leslie Spurlock The Bridal Boudoir</p>	<p>BAY 12 Travis Gadsby Working with Backdrops</p>	<p>BAY 13 Adler, Focht, & Arlund Fashion from Three Perspectives</p>	<p>BAY 14 Kevin Jordan Simple Old School Window Lighting with 4x6 Soff Box</p>	<p>BAY 15 Don Chick Lighting is Everything!!!</p>	<p>BAY 16 Brian DeMint Haute Couture: Fashion at it's most unique.</p>	<p>BAY 17 Neil van Niekerk using an LED video light for photography</p>	<p>BAY 18 Beth Forester Lighting the Senior Portrait</p>	<p>BAY 19 Stephanie Zettl Photographing the Bridal Preparation</p>

10:30 TO MIDNIGHT TEN-THIRTY TO MIDNIGHT TEN-THIRTY TO MIDNIGHT TEN-THIRTY TO MIDNIGHT TEN-THIRTY TO MIDNIGHT TEN-THIRTY TO MIDNIGHT TEN-THIRTY

<p>POD 1 Michael Corsentino What I wish I knew then: How I doubled my bottom line</p>	<p>POD 2 Mark Fitzgibbons Video Basics</p>	<p>POD 3 Beth Forester All About Design with Photoshop</p>	<p>POD 4 CANON Speedlite POD</p>	<p>POD 5 OPEN</p>	<p>POD 6 OPEN</p>	<p>POD 7 OPEN</p>	<p>POD 8 OPEN</p>	<p>POD 9 OPEN</p>
<p>BAY 11 Travis Gadsby Shooting in 3D - The use of props and accents to create depth</p>	<p>BAY 12 OPEN</p>	<p>BAY 13 Lindsay Adler Paint with Light</p>	<p>BAY 14 Kevin Jordan & Mike Ridinger Senior Posing and Lighting</p>	<p>BAY 15 Terri Trawick Budior - creative</p>	<p>BAY 16 Kevin Focht & Brian DeMint 2 Dudes Lighting with Stuff</p>	<p>BAY 17 Chuckie Arlund & Jason Groupp Video Light Shoot</p>	<p>BAY 18 OPEN</p>	<p>BAY 19 OPEN</p>

1:30 TO 3:00 ONE-THIRTY TO THREE ONE-THIRTY TO THREE ONE-THIRTY TO THREE ONE-THIRTY TO THREE

BAY 11
Julie Klaasmeyer
Busy Babies

BAY 12
Amdrea Walker
Newborns

LOCATION
Amy Parrish & Dan
Frievalt
Creative Senior

LOCATION
Kevin Focht & Kevin
Hudson
Fashion Seniors with two
Kevin's

LOCATION
Beth Forester
Working Outdoors in Any
Kind of Light!

LOCATION
Susan & Neil Silverman
Creativity within the
Camera; not as a Post
Processing

LOCATION
Lindsay Adler
Fashion Lighting 1, 2, 3

LOCATION
Damon Tucci
Visual Pimping - we will
exploit our environment
and make extraordinary
images out of everyday
scenes

LOCATION
Mark Fitzgibbons
On location
Natural Light w/
Reflectors

LOCATION
Peter Holcombe
Everything Weddings
Series part 4

LOCATION
Mike Ridinger
Creative Kids

3:30 TO 5:00 THREE-THIRTY TO FIVE THREE-THIRTY TO FIVE THREE-THIRTY TO FIVE THREE-THIRTY TO FIVE THREE-THIRTY

BAY 11
Julie Klaasmeyer
Baby Basics

LOCATION
Terri Trawick
The "No Studio Boudie"
No Studio No problem...

LOCATION
Beth Jansen
Urban Shooting & Styling

LOCATION
Matt Lucas
Urban Shooting & Styling

LOCATION
Leslie Spurlock & Jordan
Chan
Leslie vs Jordan (available
light vs off camera flash)

LOCATION
Brian DeMint
Fashion on the Fly: 3
looks in an hour.

LOCATION
Brooke Shaden
Levitation Photography:
Flying, Falling, and
Floating

LOCATION
Neil van Niekerk
studio quality light from
your on-camera bounce
flash

LOCATION
Stacy Walker
The complete senior
experience

LOCATION
Dan Frievalt
Natural Light
Awesomeness

Beauty can be seen in all things

SEEING AND COMPOSING THE BEAUTY IS WHAT SEPARATES THE SNAPSHOT FROM THE PHOTOGRAPH

WEDNESDAY EVENING

7:00 TO 8:30 SEVEN TO EIGHT-THIRTY SEVEN TO EIGHT-THIRTY SEVEN TO EIGHT-THIRTY SEVEN TO EIGHT-THIRTY SEVEN TO EIGHT-THIRTY SEVEN TO EIGHT-THIRTY

<p>POD 1 Terri Trawick The "No Studio Boudie".....Processing and Post so much fun.</p>	<p>POD 2 Stephanie Zettl Documentary Wedding Photography</p>	<p>POD 3 Sandy Puc Pricing for profit</p>	<p>POD 4 Peter & Kathy Holcombe Album Design, Sales and Profits</p>	<p>POD 5 Beth Forester Join the Revolution: Marketing to the A-List Senior Client</p>	<p>POD 6 Brooke Shaden Levitation Editing: How to Edit Your Levitation Image</p>	<p>POD 7 Victoria Myszka Live - interactive Sales</p>	<p>POD 8 Stacy Walker The Complete Senior Experience- work flow</p>	<p>POD 9 Kevin Jordan & Mike Ridinger Image Critique/ Breaking Down Images</p>
<p>BAY 11 Damon Tucci Twilight Bridal Portrait</p>	<p>BAY 12 Leslie Spurlock Trash the Dress</p>	<p>BAY 13 Michael Corsentino Strobes on Location</p>	<p>BAY 14 Mark Fitzgibbons Video Basics</p>	<p>BAY 15 Chuckie Arlund Multiple light senior fashion</p>	<p>BAY 16 Dan Frievalt Creating an artistic montage:</p>	<p>BAY 17 Kevin Hudson Modifiers Demystified</p>	<p>BAY 18 Don Chick Lighting is Everything!!!</p>	<p>BAY 19 OPEN</p>

8:45 TO 10:15 EIGHT-FORTY-FIVE TO TEN-FIFTEEN EIGHT-FORTY-FIVE TO TEN-FIFTEEN EIGHT-FORTY-FIVE TO TEN-FIFTEEN EIGHT-FORTY-FIVE TO TEN-FIFTEEN EIGHT-FORTY-FIVE TO TEN-FIFTEEN EIGHT-FORTY-FIVE TO TEN-FIFTEEN

<p>POD 1 Amy Parrish Finding Your Way as a Portrait Photographer</p>	<p>POD 2 Michael Corsentino Let the Work Flow</p>	<p>POD 3 Lindsay Adler Getting Started in Fashion Photography</p>	<p>POD 4 Peter & Kathy Holcombe Proofing, selling and marketing</p>	<p>POD 5 Brian DeMint The Elements & Principles of Visual Art</p>	<p>POD 6 Dan Frievalt Creating an artistic montage: part 2</p>	<p>POD 7 Julie Klaasmeyer Designer Baby Programs</p>	<p>POD 8 Stacy Walker The Complete Senior Experience- Pro Select sales</p>	<p>POD 9 Neil van Niekerk wedding photography - sequencing and lighting the family formals</p>
<p>BAY 11 OPEN</p>	<p>BAY 12 Kevin Focht Beauty Portrait - How to light the face</p>	<p>BAY 13 Mike Ridinger & Kevin Jordan Seniors.. looking their best!</p>	<p>BAY 14 Matt Lucas Creative</p>	<p>BAY 15 Stephanie Zettl & Chuckie Arlund Deconstruction & Reconstruction of a photograph</p>	<p>BAY 16 Travis Gadsby Hands On Studio - You create with guidance and advice</p>	<p>BAY 17 Beth Forester Creative</p>	<p>BAY 18 Ben Shirk Creating something from nothing - shooting composites part 1</p>	<p>BAY 19 OPEN</p>

10:30 TO MIDNIGHT TEN-THIRTY TO MIDNIGHT TEN-THIRTY TO MIDNIGHT TEN-THIRTY TO MIDNIGHT TEN-THIRTY TO MIDNIGHT TEN-THIRTY TO MIDNIGHT TEN-THIRTY TO MIDNIGHT TEN-THIRTY

<p>POD 1 OPEN</p>	<p>POD 2 OPEN</p>	<p>POD 3 OPEN</p>	<p>POD 4 OPEN</p>	<p>POD 5 Brian DeMint Haute Couture: Fashion at it's most unique. Part 2 / wacom magic</p>	<p>POD 6 Brooke Shaden How to Shock Your Mind and Be Inspired</p>	<p>POD 7 CANON Business POD</p>	<p>POD 8 Ben Shirk Making something out of nothing (creating something extraordinary in PS) part 2</p>	<p>POD 9 OPEN</p>
<p>BAY 11 Lindsay Adler Fine Art Nude</p>	<p>BAY 12 OPEN</p>	<p>BAY 13 Chuckie Arlund Hot Sexy Light - Fashion Inspired Boudoir</p>	<p>BAY 14 Damon Tucci Let's Get Funky in the Studio</p>	<p>BAY 15 Michael Corsentino Light Me Up: foundation and advanced studio lighting techniques part 2</p>	<p>BAY 16 OPEN</p>	<p>BAY 17 Andrea & Stacy Walker Boudoir- She Said, He Said</p>	<p>BAY 18 OPEN</p>	<p>BAY 19 OPEN</p>

Monday Feb 27 2012

Afternoon 1:30-3:00p

Vicki Taufer: "Selling the Experience"

It's all about the details. Vicki will share how every aspect, employee, and square foot of your studio makes a difference in the experience your client will have. The better the experience, the more they will spend.

Neil van Niekerk: "Basic Portrait Retouching"

Showing a few basic techniques in Photoshop (including the use of some affordable Photoshop actions and filters).

Brian DeMint: "Unleash your Creative Mind"

How to develop your creative thought process through some practical and scientifically proven methods. Find the skills that will improve your creative process to produce more unique imagery.

Brooke Shaden: "Jumpstarting Your Career Online"

I have been sharing online for three years, and it is because of the internet and the people on the internet that I have been able to teach workshops, exhibit in galleries, and be published.

Kevin Focht: "Pricing and Packaging Yourself"

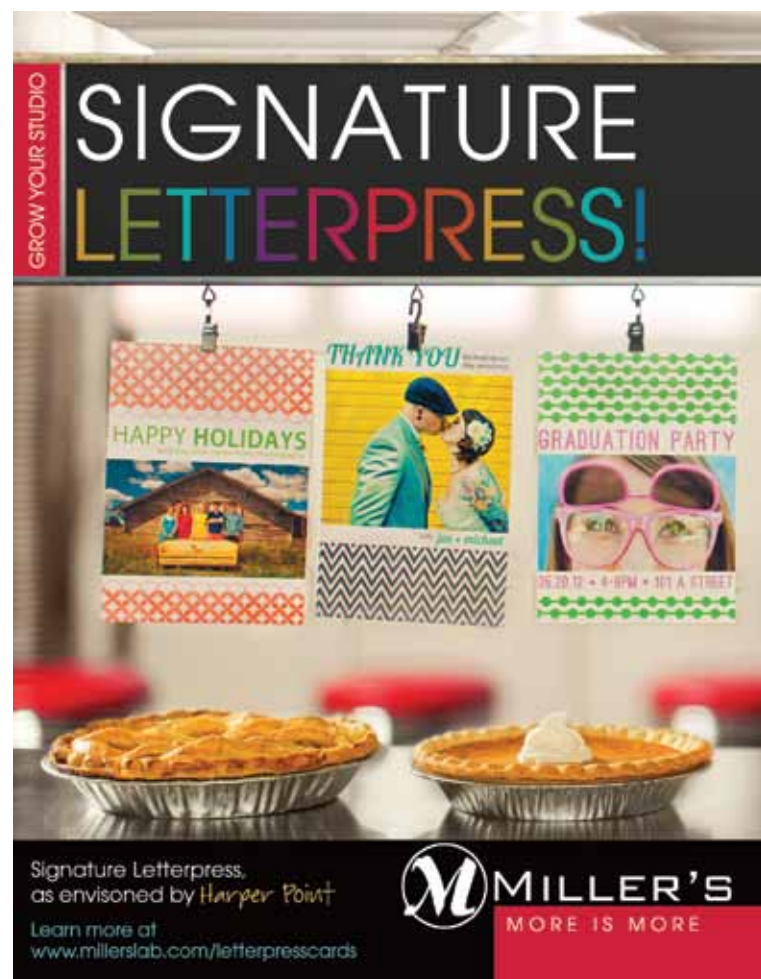
Learn how to price yourself and create packages that sell.

Julie Klaasmeyer: "Designer baby programs"

The ins and outs of a successful baby program. Evaluating your pricing and charge what you need to charge, not what you "think" people will pay!

Mike Ridinger: "Customer Service that your clients will brag about!"

From the very first phone contact through the handwritten thank you note at the end. I will cover all the



little and big details that will help set your business apart from anyone else.

Matt Lucas: "Marketing in a Tough World"

This class will teach how we market in this interesting economic time period. We will give you new ideas of how to market so you photograph more sessions in 2012.

Mark Fitzgibbons: "Camera Basics"

In this class we'll go through some of the basics of your camera. How to operate your camera manually, how to custom white balance and how to use a hand held meter.

Afternoon 3:15-4:45p

Ben Shirk: "A look into the layers and techniques of popular composites"

We will spend some time talking about how I use my composites to attract new business then I will dissect some of my most popular composites and talk about the mistakes I made while creating them and the techniques I used to make them work

Amy Parrish: "Defining Your Brand and Style"

This class is for anyone who can technically take a

great photograph, but may be struggling to define your own, distinct style and/or feel .

Stephanie Zettl: "Improving your Batting Average with Sales"

Technique will only get you part of the way to success with sales. We'll define and discuss behaviors, attitudes, and techniques and then apply them to photography and running a small business.

Teri Trawick: "The "No Studio Boudie" ... Boudoir Business Basics"

This is an introductory course to our "NO STUDIO" Boudie Business Model. Where to find leads and Class structure will be open to discussion so please bring all your questions thoughts and ideas....

Jed Taufer: "Basic Stuff Surrounding Photoshop and Workflow"

Jed will be going over what he believes are essential basic Photoshop techniques. He will also be discussing workflow bottlenecks and their potential solutions.

Beth Forester: "Rock You Senior Sales!"

Beth will be your guide as you learn how to analyze your sessions and sales in order to create a pricing structure that ensures profitable orders.

Dena DeMint: "Makeup and Hair Styling Essentials"

Learn the tools, the tricks and the decision making process for makeup and hair styling.

Kevin Jordan: "5 Steps to Great Wall Portrait Sales"

Come find out the 5 secrets.



Susan and Neil Silverman: "Stock Photography, Is It for You??"

Stock Photography used to be a cash cow, now one has to go out and really corral it; is it worth pursuing for you?

Evening 7:00 & Beyond

Andrea Walker: "Introduction to ProSelect"

If you are considering projection sales or just want to learn about Proselect this pod will cover all the essentials.

Evening 10:00 & Beyond:

Michael Corsentino: "Let the work flow:"

Lightroom workflow to the next level and come back for part 2 where we bring Photoshop into the mix for a complete workflow solution.

Tuesday Feb 28 2012

Afternoon 1:30-3:00p

Julie Klaasmeyer: "Baby couture"

So you have a newborn? Let's work on posing refinement and learn the tips and tricks behind those "make you melt" newborn poses that are all the rage these days.

Andrea Walker: "Maternity Posing and Lighting"

Andrea will be demonstrating proper posing and lighting techniques to make mom took her best. You'll also see how client interaction at this important stage

builds the clients confidence.

Chuck Arlund: "The art of the Family formal"

Let Chuck show you how to love it and make your clients very happy with the images that are the most important. Learn how to pose quickly, interact with a group and get the list shot in a fun upbeat manner.

Leslie Spurlock: "The Art of the Bridal Portrait"

This class will be all about the bridal portrait using mostly available light and basic equipment.

Brooke Shaden: "Underwater Shooting: How to Shoot Underwater"

I will be going over tips and tricks to shooting underwater, as well as pitfalls. Each participant is welcome to join me in the water and use my housing to direct the model and shoot your own picture for the day.

Neil van Niekerk: "off-Camera lighting on location. Where do we even start?"

This topic – balancing flash and ambient exposure – seems to one that many newer photographers struggle with..

Dan Frievallt: "Subject interaction and basic posing"

Learn how to prep your client for a fun, energetic session and create an experience that they will love because you bring out their true personality.

Matt Lucas: "Magazine Senior Lighting and Posing"

In this class we will photograph a high school senior guy. We will cover getting to know who you are photographing, posing, off-camera flash, reflectors and video light.

Amy Parrish: "On-Location Children's Portraits"

Amy will cover everything from getting an accurate color balance, finding good light, making a connection with your subject and will close out the class with some quick tips that will save your session the next time you find yourself working in a dark cave of a home on rainy/gloomy day.

Stacy Walker & Kevin Hudson: "Find it, Light it, and Shoot it"

Kevin and Stacy will show how they find the right locations, choose the correct lighting (flash, hot light, ambient), and then compose and shoot to insure a great shot.

Mark Fitzgibbons: "Manual Strobes on Location"

In this class, we'll be working with manual strobes in daylight and shade.

Afternoon 3:30-5:00p

Julie Klaasmeyer: "Baby basics"

From set up to safety. We will demonstrate easy-to-pose classic newborn poses that any beginner can do with a little coaching.

Beth Jansen: "Shooting Natural Light on location indoors with babies"

I shoot natural light 100% of the time. This class will show you my approaches to using natural light and utilizing your camera's abilities to shoot without flash in nearly any scenario.

Stephanie Zettl: "Crappy locations? No problem!"

This will be an opportunity to explore how using you're lighting, lens choice, and proper angles/composition can still get you incredible images that stand out from the rest in less than ideal situations.

Jason Groupp: "How to kick ass with one light, and not know what you're doing."

Don't understand OCF? Don't know what OCF is? That's OK!

Damon Tucci: "Bride and Groom money shots"

Usually I have 20 minutes or less with the bride and groom. Learn how to work quickly and effectively to come home with goods. We will employ available, OCF, and video lighting techniques.

Brooke Shaden: "Storytelling and Compositing: Using Multiple Images to Tell a

midwest photo exchange 3313 N. High Street, Columbus, OH 866-940-FOTO, www.mpex.com

MPEX AFTER DARK SPECIALS

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<p>PROMASTER Photo Lithium</p>  <p>All DSLR Batteries 20% OFF</p>	<p>Rayflash</p>  <p>Regular: \$199.95 NOW: 5% OFF</p>	<p>BlackRapid Straps</p>  <p>All Black Rapid Straps NOW: 10% OFF</p>	<p>radiopopper</p>  <p>5% OFF JRX 10% OFF PX 5% OFF Accessories</p>
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Story part 1"

This class will first talk about the importance of storytelling in photography. Further, the technique of combining multiple images together to create certain effects will be utilized.

Matt Lucas: "High School Senior Friends Group"

Friends groups are one of the ways we market to high school seniors. We will cover the marketing side of it, interaction with the group, fun posing ideas and lighting.

Vicki Taufer: "The Art of UnPosing"

Vicki has developed a style of shooting that helps her clients feel comfortable so she can capture natural looking images. Her simple lighting setup allows her to focus her energy on her clients to get natural unPosed looking images.

Travis Gadsby: "Bring the Light - Working with Reflectors outside"

Students can expect to learn how to find good locations and light them with reflectors. We will be discussing what to look for and avoid in your location portraits.

Peter Holcombe: "Everything Weddings Series: Shooting formals"

Dealing with wedding day shooting problems. This pod will discuss how to efficiently capture formal group portraits in challenging environments and lighting conditions.

Evening 7:00-8:30p

Sandy Puc: "Killer Marketing for Epic Success"

Be the trendsetting studio in your market and build your success through reputation. Delve into the psychology behind sales and learn why they buy. Explore new marketing outlets and see how to combine video and social media for explosive results.

Chuck Arlund: "Fundamentals of photography, learning your camera"

Understanding your camera and exposure to prepare you for success.

Susan and Neil Silverman: "Travel Photography; If it is Worth Shooting, Make it Great"

Learn how to capture the sense of place, time, and uniqueness of the moment. Working with strangers, in a foreign speaking country or at your own local farmers market; finding and creating great "moments"

Victoria Myszka: "Sales systems - Q & A"

This will be an open

question and answer format where you bring specific question of things you are struggling with and she will share the solution she has created at Junion photography.

Neil van Niekerk: "flash on the run"

We'll go over techniques for weddings and portraits - getting the best from your flash, whether on-camera or off-camera.

Dena DeMint: "Couture Makeup and Hairstyling"

Expanding on traditional makeup by pushing the limits with bold, vibrant colors and unconventional techniques.

Lindsay Adler: "Social Networking Essentials for Photographer"

Today the best way to get business is 'word of mouse'. In this presentation we will discuss the practical tools and techniques for leveraging the power of social networking for your business.

Amy Parrish: "Fine Art Maternity Portraits"

Explore simple tricks and techniques

Be sure to ask about our show specials

Silverlake

Photo Accessories



Creative Ideas for Creative Minds

Backdrops - Floors - Baseboards - Studio Accents

Radio Popper OCF system"

We start in the class room with an OCF debriefing and setup with Damon and RP, then we take to the field and employ HI SPEED, sync techniques with the OCF system for dramatic results.

Don Chick: "Simple Lighting for Awesome Images!"

Beautiful lighting can be created with a few pieces of the right equipment and the knowledge of how to use them. Come prepared to learn!

Beth Forester & Kevin Hudson: "Rock the Pose!"

Join Beth and Kevin as they guide you through posing the high senior. They'll show you good vs. bad posing and how to pose your clients to make them look their very best.

Terri Trawick: "Fundamentals of Light: Learn to see light with a purpose"

This class will introduce you to these key elements and discuss tips and techniques on how to control and modify the light sources so we can begin to pre visualize how the light our subject in a way that will let you convey emotion and feeling in your photography.

Ben Shirk: "Creating something from nothing - shooting composites part 1"

I will demonstrate techniques for lighting subjects for composites, discussing how I shape the light on the subject to fit the mood and background of my intended final image.

Jason Groupp: "How to do kick ass studio light, and not know what you're doing."

Don't know what to do in the studio, or looking for some new ideas? I'll demonstrate some fun and easy lighting setups you can do, without knowing anything.

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Jason Groupp's DVD is full of easy to remember off camera lighting tips and scenarios all with using equipment that won't break the budget.

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that will help you obtain more artful images for your maternity clients.

Mike Ridinger: "Tutus, Snotty noses and frogs"

Before I take that first shot, I have prepped my client so I will be able to get the best session possible. I will start with how I interact with a child, what I say, and the little tricks I use to win them over.

Damon Tucci & Radiopopper: "Intro to

Evening 8:45-10:15p

Damon Tucci: "Gentle Wedding Critique and Directional Love"

Bring 5 - 10 images on iPad, laptop, prints, etc. direction and guidance. Bring your best images that you think defines your style.

Vicki Taufer: "Event Marketing"

She will walk you through the process of creating an event as well as answering any questions. Vicki will specifically be talking about Girl's Night Out, Dog Days of Summer, CreARTive, and Limited Editions.

Amy Parrish: "Editing Fine Art Maternity Portraits"

We'll take images from our earlier portrait session and turn them into pieces of art. See Amy's editing techniques; including facial retouching and often incorporating layers of texture.

Julie Klaasmeyer: "Photoshop baby!"

We will take our images from our "baby couture" session and tackle those everyday issues from newborn purple hands and feet to creating that nice curvy tushie in Photoshop.

Beth Jansen: "The science of being creative"


This class will inspire creativity in your composition and approach to your photography. We will also go over creative Photoshop skills.

Brooke Shaden: "Storytelling and Compositing: Editing"

This class will teach how to seamlessly edit together multiple images to achieve certain effects. The class will take


a "normal" picture from start to finish and turn it into something extraordinary.

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Sleek and Small Profile	Extensive Compatibility
Manual/ETTL/iTTL	1,500'+ Range
High Speed Sync up to 1/8000th	Manual Triggering
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NO Cables	NO Line of Sight
NO Programming or PC Needed	NO Programming or PC Needed

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Peter Holcombe & Kathy Holcombe: "Client Interaction/Pre-Wedding"

This pod will discuss the initial consultations before the client has booked & how to build a relationship

Ben Shirk: "Making something out of nothing part 2"

I will create a scene around the subject, demonstrating how I create light sources, tint and tone the subject and background, and adding texture, overlays and noise to blend the subject and background together.

Jed Taufer: "The Doctor is in"

Bring any question you have.

Leslie Spurlock: "The Bridal Boudoir"

This class is designed to help students learn posing and lighting for boudoirs. It's all about keeping it classy and sexy.

Travis Gadsby: "Working with Backdrops"

Learn how to choose the proper backdrop for the clothing choice of your subject along with how to utilize smaller drops for maximum effect and variety. Also, learn about selling the experience with the use of creative studio elements.

Lindsay Adler, Kevin Focht, Chuck Arlund: "Fashion from Three Perspectives"

Each interpret a fashion image in a different way!

Kevin Jordan: "Simple Old School Window Lighting with 4x6 Soft Box"

Learn a simple but dramatic lighting setup that allows you to create an old masters look with an edge for consistent sell-able images.

Don Chick: "Lighting is Everything!!!"

In this class we'll talk about light, where to go with your portraiture and how to get there. You'll get education to make an impact on your images.

Brian DeMint: "Haute Couture: Fashion at its most unique"

A unique fashion shoot that will feature the outrageous and gorgeous jewelry of Faith Evangeline. The session will focus on a magazine editorial style shoot with emphasis on styling, lighting, posing and creativity.

Neil van Niekerk: "using an LED video light for photography"

We'll find suitable spots in the hotel where we can photograph a model, and see just how the video light differs from flash.

Beth Forester: "Lighting the Senior Portrait"

Join Beth as she shows fundamental lighting principals and how each light is used to build shape and form. She'll show you her "go to" set ups for senior portraits as well as some more creative lighting tips.

Stephanie Zettl: "Photographing the Bridal Preparation"

Find out what it's like to photograph in the bride's dressing room as she's getting ready. Learn which photo- graphs clients cherish & purchase and how to avoid some of the pitfalls of a hectic time of day.

Evening 10:30-Midnight

Michael Corsentino: "How I doubled my bottom line"

How I double my bottom line with post sales"

Mark Fitzgibbons: "Video Basic"

We'll be discussing the basics of dslr video and how you can make it a part of your business"

Travis Gadsby: "Shooting in 3D"

Students can expect to learn how to add elements to their images to create depth in a studio environment.

Lindsay Adler: "Paint with Light"

Painting with light is a fantastic way to get creative and to produce truly unique imagery.

Kevin Jordan & Mike Ridinger: "Senior Posing and Lighting"

Learn to interact, pose, and light seniors.

Kevin Focht & Brian DeMint: "2 Dudes Lighting with Stuff"

Come and watch these two try and outdo each other lighting with strange and odd things. Anything goes when these two get together.

Chuck Arlund & Jason Group: "Video Light Shoot Shoot"

Let Jason and Chuck show you how a video light or 2 can make amazing quick images without much effort. Great for weddings and seniors.



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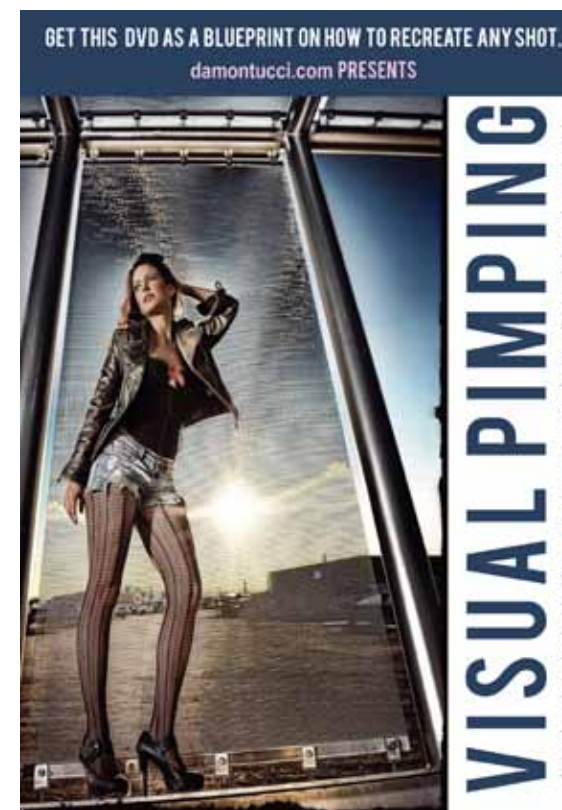
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Wednesday Feb 29 '12

Afternoon 1:30-3:00

Julie Klaasmeyer: "Busy babies"

Tips and tricks for that busy, quick age category of between 8 and 16 months. You'll walk away armed and ready for the toughest little cookies around!



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VISUAL PIMPING

A visual roadmap to start tackling any assignment and push yourself as a photographer and artist.

Andrea Walker: "Newborns!"

Learn how to properly pose light and handle newborns to create images that parents just can't say no to.

Amy Parrish & Dan Frievall: "Creative Senior"

Dan and Amy play off of each other and share their insight on capturing non-typical senior images. Both focus on those creative shots that add the impact and uniqueness their clients crave.

Kevin Focht & Kevin Hudson: "Fashion Seniors with two Kevin's"

One Kevin uses reflectors and one Kevin doesn't. Come and learn how they both go about shooting fashionable seniors.

Beth Forester: "Working Outdoors in Any Kind of Light!"

We'll go outdoors to shoot and show you how to use buildings, reflectors, scrims, ambient light and off camera flash to create senior images that will

wow your client.

Susan and Neil Silverman: "Creativity within the Camera; not as a Post Processing"

Learn some new techniques, ideas for creating some exciting, fun images.

Lindsay Adler: "Fashion Lighting 1, 2, 3"

Fashion photographer Lindsay Adler will share her insights and techniques for fashion studio lighting. You will learn how you can use 1, or 2, or 3 even three lights to construct your ideal studio effects.

Damon Tucci: "Visual Pimping"

Learn 3 lighting methods - available, off camera flash and video lighting techniques employed on a high fashion female model. We will take any location and make it cool.

Mark Fitzgibbons: "On Location Natural Light w/ Reflectors"

We'll be working outdoors, using reflectors to add light, as a main light and/or an edge light, to our model.

Peter Holcombe: "Everything Weddings"

This pod will discuss how to not only please your client, but having a blast creating images you want to create. This pod will go into advanced lighting on location, how we shoot for book sales, tips and tricks to working fast and efficiently with big lights on location.

Afternoon 3:30-5:00p

Julie Klaasmeyer: "Busy babies"

Tips and tricks for that busy, quick age category of between 8 and 16

months. You'll walk away armed and ready for the toughest little cookies around!

Terri Trawick: "The "No Studio Boudie" No Studio No problem"

We will discuss how to use the available feature in a hotel room (bed, window, chair etc.) to give a wide variety of shoot from one location.

Beth Jansen: "Urban Shooting & Styling"

This class will focus on urban shooting outdoors. We will discuss use of light, lens choice and heavy emphasis on styling, posing and composition.

Matt Lucas: "Senior Male ROCKSTAR Posing and Lighting"

In this class we will photograph a high school senior guy. We will cover getting to know who you are photographing, posing, off-camera flash, reflectors and video light.

Leslie Spurlock & Jordan Chan: "Leslie vs. Jordan (available light vs. off camera flash)"

Jordan will be doing



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off camera flash and I will be using available light/on camera flash. We will be showing how to use each to their full advantage and showing what you can get with both, not a "who is better than who".

Brian DeMint: "Fashion on the Fly: 3 looks in an hour."

Learn our methodology for creative styling, alternative lighting, creative posing and quick change-up methods.

Brooke Shaden: "Levitation Photography: Flying, Falling, and Floating"

This class will cover the shooting process of how to give the effect that a person is flying, falling, or floating in the air. The class will cover compositing techniques and will teach the necessary pictures to take in camera to be able to create the effect.

Neil van Niekerk: "studio quality light from your on-camera bounce flash"

We'll cover the on-location techniques where we can approach studio quality lighting, using just our on-camera flash as bounce flash.

Stacy Walker: "The complete senior experience"

We will demonstrate exactly how he would shoot a 1 1/2 hour session with multiple outfits. (PLEASE NOTE because of the nature of this series

student will not be doing a lot of personal shooting.)

Dan Frievall: "Natural Light Awesomeness" Learn how to look for ideal locations to create beautiful, edgy, natural light portraits. Learn how to "see" the light, look for color harmony and natural light reflectors to make your images pop.

Evening 7:00-8:30

Terri Trawick: "The "No Studio Boudie"..... Processing and Post "

We will import them into lightroom, cull, select, soft edit, hard edit and prepare a gallery of the images from our on location shoot.

Stephanie Zettl: Documentary Wedding Photography"

We'll discuss how to recognize, anticipate and capture these moments to create meaningful photos that your clients will cherish.

Sandy Puc: "Pricing for profit"

The Credit System. This unique program increased sales dramatically with clients spending far more and excited to do so.

Peter Holcombe & Kathy Holcombe: "Album Design, Sales and Profits"

This pod will discuss how to design wedding albums quickly and artistically using Lightroom & Photoshop, how to sell large book designs using "Album Pre Design" too often double your wedding sales.

GOOD PHOTOGRAPHERS NEVER STOP LEARNING



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Beth Forester: "Join the Revolution: Marketing to the A-List Senior Client"

It's teenagers. In this day and age where thousands of new photographers enter the market each day, Beth will show you how to stand out and be the "it" studio in your area!



Brooke Shaden: "Levitation Editing: How to Edit Your Levitation Image"

Everyone will be able to seamlessly edit a levitation picture by the end of the lesson.

Leslie Spurlock: "Trash the Dress"

Going beyond the traditional bridal portrait. You never know where we might end up shooting.

Chuck Arlund: "Multiple Light Senior Fashion"

See how Chuck uses multiple lights on location to create dynamic senior imagery that is inspired by senior fashion like True Religion, American Apparel, Urban Outfitters, H & M.

Dan Frievall: "Creating an artistic montage:"

I will show you how I use "edgy" light to add impact and the steps to create an artistic

montage. These montages will make your studio stand out as the place every senior will want to come.

Kevin Hudson: "Modifiers Demystified"

We will look at different modifiers (soft box, beauty dish, etc.) and breakdown when, how, and why to use each one to gain the desired look/feel for your images.

Don Chick: "Lighting is Everything!!!"

In this class we'll talk about light, where to go with your portraiture and how to

for the sales session. See what we're looking for as we prepare for the sale and how we use a series of actions to greatly cut down on editing time.

Kevin Jordan & Mike Ridinger: "Breaking Down Images"

Bring your digital images for Critique. We will break down composition, lighting, posing, and purpose of the images on the LCD so everyone can learn from one another.

Damon Tucci: "Twilight Bridal Portrait"

Bring Your tripod and come with us as we make cool shots of are bride at the mosey romantic time of the day/night.

get there.

Evening 8:45-10:15

Amy Parrish: "Finding Your Way as a Portrait Photographer"

From a high volume retail studio in the suburbs, to on-location (with & without portable studio), to an urban studio/gallery, and more.

Lindsay Adler: "Getting Started in Fashion Photography"

This presentation will address how to execute your first fashion shoots, including gathering a creative team, finding models, and even interacting with models. How to find an agent, and other tips for making money as a fashion photographer

Peter Holcombe & Kathy Holcombe: "Proofing, selling and marketing"

We will discuss writing a blog post, what images to showcase and why, proofing and selling albums from a blog, building referrals through other vendors with your images.

Brian DeMint: "The Elements & Principles of Visual Art"

An example based program explaining the Elements and Principles of Design and how to use them to enhance every aspect of your decision making before, during and after your shoot

Creating Artistic Montages

Easy step by step video that shows how to create, market and sell artistic montage images to your client. A great average booster for your senior and wedding market.

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Victoria Myszka: "Live - interactive Sales"

Victoria will be sharing specific sales strategies with you by doing live interactive role playing.

Stacy Walker: "The Complete Senior Experience"

We will be going through our workflow which includes Lightroom and Photoshop to prepare

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Dan Frievall: "Creating an artistic montage part 2"
Combining the images into a finished artistic montage.

Julie Klaasmeyer: "Designer baby programs"
The ins and outs of a successful baby program. Evaluating your pricing and charge what you need to charge, not what you "think" people will pay!

Stacy Walker: "The Complete Senior Experience- Pro Select sales"
See how Stacy sets up for and conducts a live sales session with our senior and her mom.

Neil van Niekerk: "Sequencing and lighting the family formals"
With this presentation we will cover the sequencing, which will give you the tools to get the essential shots in the shortest time possible. We will also cover the lighting of the formal session. Simplicity in lighting is our key!

Kevin Focht: "Beauty Portrait"
You see all those amazing beauty shots in magazines and on the covers. Let me show you how easy it is to light the face.

Mike Ridinger & Kevin Jordan: "Seniors... looking their best!"
It's not enough to photograph hip, your technique needs to be A+ as well!

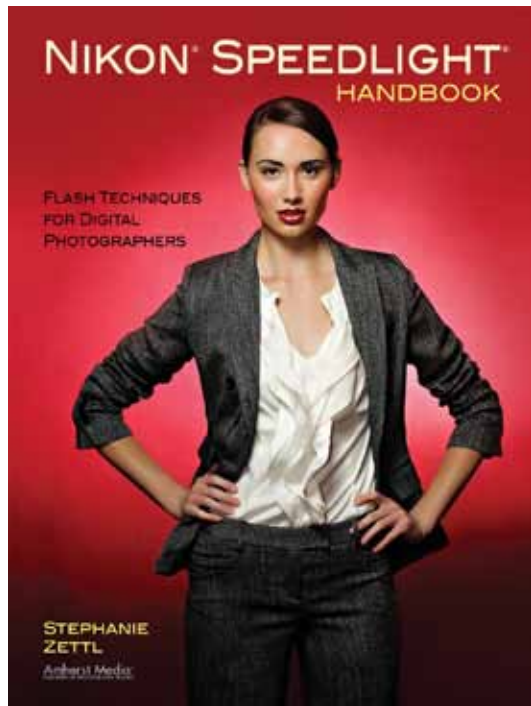
Stephanie Zettl & Chuck Arlund: "Deconstruction & Reconstruction of a photograph"

We will deconstruct the lighting in the photo. We'll then show how to recreate the lighting with a live model.

Travis Gadsby: "Hands On Studio"
You create with guidance and advice. Everyone will have the opportunity to participate.

Ben Shirk: "Creating something from nothing"
I will demonstrate techniques for lighting subjects for composites, how I shape the light to fit the mood and background of my intended final image.

Brian DeMint: "Haute Couture-Wacom Magic"
The session will focus on a magazine editorial style shoot with emphasis on styling, lighting, posing and creativity.



Brooke Shaden: "How to Shock Your Mind and Be Inspired"
I will be sharing my methods of finding inspiration every time you need it and how to successfully act on that inspiration.

Ben Shirk: "Making something out of nothing"
In this second part I will create a scene around the subject.

Lindsay Adler: "Fine Art Nude"
This class will start with a brief introduction about fine art nudes, and how to capture the human form and how to interact with the models.

Chuck Arlund: "Hot Sexy Light - Fashion Inspired Boudoir"

Shooting more like black and white Victoria's Secret style and Fashion magazines than the more polished look of pin up boudoir.

Damon Tucci: "Let's Get Funky in the Studio"
We are going to explore different lighting patterns, and have fun with our fashion forward model.

Michael Corsentino: "Light me up"
We'll discover the creative possibilities using must have tools like gels, beauty dishes, grids, strip banks, softboxes, octabanks, reflectors, flags and diffusion panels.

Andrea Walker & Stacy Walker: "Boudoir- She Said, He Said"
See how their interaction and own personal strengths play off each other to create images that are classy, sexy, and beautiful.



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- M** 11:00a to 12:00 "Photo Basics"
- M** 3:00 "Print Station Open"
- M** 3:00 to 5:00 "Equipment Loan"

- T** All Day "Print Station Open"
- T** 9:00a to 4:00 "Equipment Loan"
- T** 9:00a to 4:00 "Clean & Check"

- W** All Day "Print Station Open"
- W** 9:00a to 4:00 "Equipment Loan"
- W** 9:00a to 4:00 "Clean & Check"

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Remember the models made your event exciting, they are just as excited to see their images.

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at least ONE image per MODEL per SESSION...

Upload at least **ONE** image per model, per session you participate in. Upload **FULL RESOLUTION** .jpgs minimum **2400x3000** at **300 dpi**. Do Not use copyright or watermark information on your images.

Upload Link: <http://www.afterdarkedu.com/upload.php>

Place your full-resolution files into one folder. Name Files **Last Name_First Name-Image Number** (ex: Smith_John-001.jpg)

Ensure your images are properly rotated for easy viewing. Upload images <http://www.afterdarkedu.com/upload.php>

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JED TAUFFER



JORDAN CHAN



JULIE KLAASMEYER



KATHY HOLCOMBE



KEVIN FOCHT



MICHAEL CORSENTINO



MIKE RIDINGER



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