

photographer makeover:

leveraging web 2.0 and social media tools, techniques, and technologies to redefine your photographic brand and business
(june 1-4, 2009 • austin, texas)

V5	may 31, sun	june 1, mon	june 2, tue	june 3, wed	june 4, thu	june 5, fri
	arrivals	mixed media	digital cinema	social media	personal branding	departures
8:00 - 8:30 am	breakfast	breakfast	breakfast	breakfast	breakfast	breakfast
8:30 - 10:00 am (keynote)	arrivals	photographer makeover: leveraging web 2.0 and social media for pro photographers	photo fusion: the contemporary merger of stills and video	internet marketing techniques for pro photographers	being yourself: how to become an online super star	optional consultations
10:00 - 11:00 am	arrivals	new media photographer: the basics of new social and digital media for the photographer's business	a closer look at the game-changing SDM2	twitter for photographers	open mic with social media super star	optional consultations
11:00 - 12:00 pm	arrivals	extreme social media makeover: how to make multiple social media platforms work together	video tips for production with the SDM2	facebook for photographers	how to make branding and business go together	optional consultations
12:00 - 1:00 pm	lunch	lunch	lunch	lunch	lunch	lunch
1:00 - 2:00 pm	arrivals	podcasting: why your story is important and lessons in narrative networking	custom workflow set-up for shooting, editing, and delivery of VSLR content	linkedin for photographers	what customers want from a photographer's website	optional consultations
2:00 - 3:00 pm	arrivals	stock 2.0: next generation stock photography and shooting like a pro	video blogging and how to equip your studio for digital cinema	flickr for photographers	brand new. brand you.	optional consultations
3:00 - 4:00 pm	arrivals	micro stock today: world's top micro shooter teaches you tricks of the micro trade	support accessories for SDM2 filmmakers	SEO, SMO, and SMM	marketing through a recession	optional consultations
4:00 - 5:30 pm	arrivals	studio shoot: making micro and macro work together (with stock übers yuri arcurs and jack hollingsworth)	digital cinema shoot: using professional models, props, styling etc.	studio shoot: hybrid, fusion, cross-platform shoot with models	wrap up: where do we go from here (keeping the conversation going)	optional consultations
5:30 - 7:30 pm	dinner (on your own)	dinner (on your own)	dinner (on your own)	dinner (on your own)	dinner (on your own)	dinner (on your own)
7:30 - 9:00 pm	meet and greet party	how to master the art of HDR	beyond the billable hour: info product development for photographers	blogging for photographers		optional consultations