

THE 2011 NIKON AIPP EVENT

23rd-26th October 2011 Adelaide Hilton
www.aipptheevent.com.au

The premium CPD Event of the year

4 Days Of Inspiration - 20 National and International Big Shot Speakers
Landmark Industry Forum Hosted by SBS Presenter Jenny Brockie 12
Dynamic Workshops + 279 Wineries



AUSTRALIAN INSTITUTE OF
PROFESSIONAL PHOTOGRAPHY

aipp

THE 2011 NIKON AIPP EVENT



©David Dare-Parker ©Kristen Cook ©Nick Rains ©Sue Bryce ©Rocco Ancora ©Jesh de Rox ©Nick Ghionis ©Urs Buhlman

We have 20 speakers covering both technicality, inspirational and business skills, 1 ground breaking industry forum hosted by TV Journalist and facilitator Jenny Brockie from SBS insight and 12 workshops

SPEAKERS

Urs Buhlman / Advertising
David Burnett / Editorial
David Dare-Parker / Photojournalism
Philip Andrews / Photoshop
Nick Rains / Lightroom & Colour Management
Juliette Taylor / Fashion & Advertising
Jesh de Rox / Portrait
Rocco Ancora / Wedding lighting
Nick & Sharifa Ghionis / Wedding sales
Sue Bryce / Portrait
Mercury Megaloudis / Motivation
Kristen Cook / Portrait
Tony Hewitt / Communications
Steve Saporito / Marketing
Rosh Sillars / Web/Social Media
Steven Jones / Newsletter Marketing
Andris Apse / Landscape/ publishing/ art prints
Abraham Joffe / Video DSLR techniques & production
Jenny Brockie / Industry Forum
Gavin Blue / Location lighting
Peter Eastway / Fine art printing

Get close-up and personal with legendary photographers from USA, Canada, New Zealand and Australia this October at The Nikon AIPP Event in Adelaide

The profession of photography is facing more changes, more challenges and more competition than ever before. To prosper in this industry that we love, you need to be informed, educated and empowered.

Following on from the success of The Event in 2010, this year The Event is bigger and better - 3.5 days, 20 of the best national and international speakers, covering topics for all genres of photography and the business of photography.

We will be running 4 streams - one designed for Commercial Photographers, one for Domestic and the 3rd and 4th addressing business and technical components and all culminating with a landmark industry forum hosted by leading facilitator Jenny Brockie from the SBS Insight program.

This will be the defining photographic event of the year designed to inspire and inform photographers working in every discipline.

MASSIVE TRADE SHOW AND TELL

Touch and feel the newest and best equipment from our major sponsor Nikon as well as 25 other major exhibitors including:

- Kayell
- Epson
- CR Kennedy
- Asuka Books
- Atkins Technology
- Nulab
- Memento pro

With a diversified range of products and services on display the trade show will offer the best solutions and deals for:

- Albums
- Displays
- Storage
- Printers and print media
- Lighting
- Color management
- Medium format and DSLR digital cameras

THE PARTIES

We know you want to party and network so each night we have a different function with a lot of fun, food and drink and if thats not for you no problems, do your own thing in the city famous for it's clubs pubs and restaurants.

Sunday - Nikon AIPP Event Cocktail Party

Monday - Nikon dinner

Tuesday - Gouger Street Party

Wednesday - Gala Dinner

THE 2011 NIKON AIPP EVENT



©Nick Rains



©Andris Apse



©David Dare Parker

Fly on the wall...

How would you like to be a fly on the wall as 3 of Australia's leading photographers and a leading art director negotiate a bad brief, unrealistic time frame and budget, copyright and usage. It's one thing for a speaker to tell you that they do it, in these sessions you will actually hear what they say and how they handle the tough questions. We will repeat the exercise for wedding photographers and bridezillas!



©David Dare Parker



©David Burnett



©David Burnett

The workshops

All Workshops will be limited in numbers as specified by the presenters and will be sold on a first come first serve basis. We ask that delegates consider scheduling and timings when making their choice, refunds will only be possible if we can find a replacement for your position. For workshops involving photography, delegates may only use their cameras if the presenting photographer agrees at the beginning of the session.



©Rocco Ancora



©Sue Bryce



©Urs Buhlman



©Kristen Cook

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©David Burnett



©Jesh de Rox



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Abraham Joffe / Video

Abraham Joffe has established himself as one of Australia's top wedding and event filmmakers. He has a great passion for storytelling and filmmaking in the real world. He is very excited to be speaking at this years AIPP EVENT and will be presenting on many new techniques and technologies relating to DSLR-motion picture. His presentation is aimed at both commercial and domestic photographers.



Andris Apse / Landscape

Andris is one of the most respected landscape photographers and publishers in New Zealand. His accomplishments include 23 major books published and an international reputation for his photographic art. He shares why he chose to establish a print gallery and his philosophy regarding pricing and presentation.



David Dare Parker / Photojournalism

A Nikon-Walkley Award winning photographer, David has photographed for a multitude of national and international magazines throughout Asia, the Middle East, Europe and Australasia. Publications include LeMonde, Stern, L'Express, Focus, Australian Geographic, The Bulletin, The New York Times, Fortune and Time Australia.



Jenny Brockie / Industry Forum

Jenny Brockie is one of Australia's most experienced and respected broadcasters and television documentary makers. She currently hosts 'Insight' on SBS TV, where she facilitates a lively discussion each week involving more than 50 people. She has won many prestigious awards, including two United Nations Association Media Peace Prize for her work on 'Insight'. Jenny will host the industry forum.



Jesh de Rox / Wedding & Portrait

Jesh de Rox is an explorer in the emerging field of experiential photography, and is madly in love with life. His acclaimed portrait imagery and love-centred teaching continue to move him across continents, as he continues his exploration. Enlighten is the vehicle through which he shares his discoveries. He hopes that others will be inspired and empowered by his explorations.



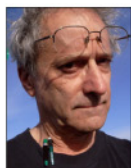
Kristen Cook / Portrait

As a relative newcomer to the industry, in three short years Kristen Cook has quickly become one of Australia's premier newborn and baby photographers. She is drawn to the honest beauty of newborns - their fragility, infinite possibilities and power of worth. Her strength lies in the simple beauty and authenticity that comes from human connection.



Mercury Megaloudis / Portrait

With over 20 years professional experience, his photography is unique and combines a blend of contemporary style, personality and detail. His designer work and original ideas have gained him respect not only with his peer's but also with his clients. Renowned for his zest for life he is always looking to break new ground.



David Burnett / Editorial

With a career that has spanned nearly 40 years, David Burnett has visited more than seventy countries. He is co-founder of Contact Press Images, the New York based photojournalism agency, now entering its 34th year. In a recent issue of American Photo magazine Burnett was named one of the "100 Most Important People in Photography."



Rocco Ancora / Wedding

Rocco Ancora's consistent passion and excellence in his photography continues to be rewarded with him being named as one of the top ten wedding photographers in the world by the iconic, photography magazine American Photo. Rocco's poetic imagery, continues to evolve with his mastery of light and the ability to capture the human connection. Returning to The Event by demand with a new presentation!



Rosh Sillars / Web & Social Media

In today's marketplace understanding and utilizing on a daily basis the power of SEO (search engine optimization) and social media is essential to the base marketing strategy of any business, none more so than photography. Rosh is one of Americas leading authorities on SEO and social media. As a working photographer he will show by example its application for photographers.



Steve Saporito / Marketing

Steve Saporito understands the business of Portrait photography and the importance of the right marketing message and approach. Steve will share his experience and give you the skill sets required to maximise the potential in your studio. Your clients will be delighted, and you will be amazed at the increase in profits.



Sue Bryce / Portrait

Responding to feedback from the 2010 Event Sue Bryce is back this year with a fresh presentation refined from her experience as a platform speaker at WPPi. She will share her latest insight of the marketplace and run two workshops. Sue's philosophy is "Brand, Identity and Connection. Know who you are and then you'll know your market".



Urs Buhlman / Advertising

Urs Buhlman is one of the most in demand Advertising photographers both in Australia and overseas. He has been a professional photographer for 30 years, specializing in advertising, automotive and location/landscape commissions. The last two and a half years specialising in CGI environments both commissioned and stock for 3D automotive use.



Nick Ghionis & Sharifa Ghionis / Wedding

Nick and Sharifa Ghionis are the owners of XSIGHT Photography. Their passionate approach to photography and business has seen them at the top of their field for the last 10 years. Join this dynamic husband and wife team as they share with you the skills needed to increase your sales and maximise your returns with every wedding you photograph.



Tony Hewitt / Business

Tony Hewitt's photographic journey has seen him explore the genres of Portrait, Landscape, Wedding and Fine Art Photography. With a passion for visual expression, and an instinctive sense of the moment, he brings a unique combination of award winning photographic vision and simple creativity.



Juliette Taylor / Fashion & Advertising

Juliet is an award winning advertising photographer who works between Sydney and Paris. Her passion is for "shooting ideas," experimenting and innovating to find new ways to communicate a brief. She will talk about her experiences in becoming a commercial advertising photographer, the reality of entering the industry and the importance of evolution, creativity, technology and building the right business structure to allow growth.



Stephen Jones / Newsletter Marketing

Stephen is going to show you how to write simple HTML emails without fancy programs. Stephen Jones is a Master of Photography and has been an AIPP member for 33 years. He has spent the last 12 years heavily engrossed in the world wide web. Take the net advantage, it is simple and it is free!



Nick Rains / Lightroom & Colour Management

The reputation of Nick Rains as a nature photographer is unsurpassed and he is known worldwide for his stunning landscapes. To achieve this level of success requires an intimate knowledge of colour and colour management. This session will explore the speed and benefits of using lightroom as a day-to-day production tool.



Philip Andrews / Photoshop

Philip Andrews is a professional with over 20 years experience shooting commercial, editorial and documentary pictures that have been published in over 40 magazines and newspapers both here and internationally. Philip Andrews is a photographic professional who is consumed by two great passions - making great images and showing others how to do the same.



Gavin Blue / Location lighting

Gavin's reputation as one of Australia's premier commercial photographers has been built around two central pillars. The first is that whether he's shooting advertising, editorial or commercial work he delivers superior images. The second is his excellent customer service. It's this rare combination of outstanding talent and positive approach, which keeps Gavin in such high demand with clients that are household names.



©Juliette Taylor



©Andris Apse



©Kristen Cook



©Jesh de Rox



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©Sue Bryce



©Tony Hewitt



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©Nick Rains



©Gavin Blue

The Nikon AIPP Event is not only the ultimate gathering of the best of the best, not only the most fun you will have with friends and colleagues from the industry, but ultimately, the best investment you will make this year in staying ahead of the game...