

Bob Kulon's DSLR Boot Camps presents the
"Wedding Photography: 2010" Workshop
 featuring Dale Kincaid

Holiday Inn Select

15471 Royalton Road (Rt-82), Strongsville, Ohio

March 30, 2008 – 8:30 am to 4:30 pm

Plan, Build & Grow Your Success!

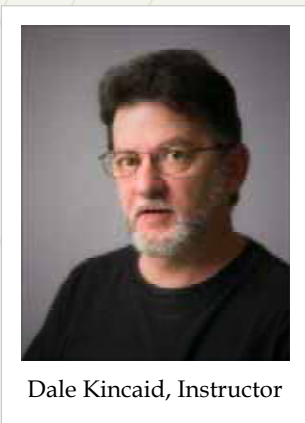
Whether you are considering starting a new business or enhancing an existing one, this 8-hour seminar promises to answer all the questions you need to know about wedding photography in today's digital age as well as planning for the future. The underlying theme will be maintaining an edge with quality, service and technique. Your success is our mission!

Participants will be provided with a packet containing outlined information pertaining to the seminar as well as resources, vendor promotions and specials. Follow-up support is encouraged and provided by Dale Kincaid, somewhereintime@dalekincaid.net - www.dalekincaid.net.

FEE: Full 8-hour instructional session including boxed lunch, \$149.00 per person.



Module #1 The Essentials	Module #2 Photographic Coverage	Module #3 Production Workflow	Module #4 Business & Marketing
<i>PMS – Passion, Motivation, Success; Equipment – The nuts & bolts needed for the job; Computer & software – The nitty-gritty of digital production; Basics of business – Name, logo, license, insurance, taxes; Creating a structured plan – with Services, products, packages, pricing and the contract</i>	<i>Pre-planning, preparation and meeting with the client; The engagement portrait session; The wedding day “shot list” and the contemporary story book coverage; Developing technique and style – Creating signature images; Hurdling the challenges of lighting, obstacles, restrictions, equipment malfunctions.</i>	<i>Preparing the camera and computer; Photoshop & Bridge workflow techniques; Step-by-step time saving methods from download to finished files; Proofing solutions – Online, paper, prints or projection; Fulfillment of prints, albums and other products orders; File management, security and Archiving of image files</i>	<i>Business tools: Cards, brochures, samples, portfolio and presentations; Pricing and selling strategies, maximizing profits; “Consultation” and selling your services; Creating a web site & powering it up for aggressive success; Finding potential clients and generating leads; Modern marketing strategies</i>



Dale Kincaid, Instructor

Since his photographic journey began in 1978, Dale has been primarily dedicated to outdoor & nature photography as an enthusiastic hobby. His passion for wedding photography tops the list of his professional specialties. His business continues to grow despite a highly competitive market. He attributes that success to exceptional service, high quality and a devotion to creativity and innovation.

Dale has capitalized on a broad range of educational opportunities over the years with photography workshops, seminars and personal one-on-one training with local and national artists and photographers. Recent influences include Clay Blackmore and participating in memberships with SONOPP (Society Of Northern Ohio professional Photographers) and WPPI (Wedding & Portrait Photographers International).

With the emergence of the digital age at the turn of the century, Dale began extensive training in digital imaging, Photoshop and other software solutions in late 1999. Putting aside the film camera, he has been shooting exclusively in digital format since 2003.

Today, Dale shares his knowledge and experience with amateur and pro-photographers through the Natureslite Photography Workshop Program established June 21, 2003, as well as one-on-one tutoring and mentoring through the Digital Imaging & Photoshop Instructional (DIPI) Program created in 2005. He also provides a wedding photography mentoring program.

To register or inquire about the workshop, contact Bob Kulon at bkulon@hotmail.com or 330-635-7557.

Class size is limited to thirty participants – first come first served. Don't delay and miss out on what will be a great way to recharge your batteries as you head into the forthcoming wedding season.

Join us for this informative, inspirational day! We look forward to seeing you there!