



## Special Photo Event Filmmaking for Photographers with Vincent Laforet

Join Pulitzer Prize–winning photographer Vincent Laforet as he discusses his recent video, *The Reverie*. With tools like the 5D Mark II SLR camera used on set and accessories from RedRock Micro, he'll discuss the making of the film and how Final Cut Studio and Apple hardware helped his team produce it in less than 72 hours.

**Monday, October 20, 9:00–11:00 a.m.**

<http://blog.vincentlaforet.com>



NEW YORK

AMERICAN SOCIETY OF  
MEDIA PHOTOGRAPHERS

**Special Photo Event**  
**ASMP Presents: The Business of Fine  
Art Photography with Thomas Werner**

Is the world of fine art photography for you? How do you build a relationship with a gallery? And what happens when you get an exhibition? As the owner of Thomas Werner Gallery in Manhattan and the director of the B.F.A. program in Photography at Parsons, Thomas Werner gives you his insight into the fine art business world.

**Monday, October 20, 7:00–9:00 p.m.**

[www.asmpny.org](http://www.asmpny.org)



# **datacolor**

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## **Special Photo Event Color Management with Datacolor**

Want to learn how to get perfect color from your print or video projects? Joshua Fisher from Datacolor will discuss the basics of color calibration and how you can use it to improve your workflow and efficiency. Joshua will cover the basics of the Spyder 3 line of color management products and follow with a demonstration and Q&A session.

**Wednesday, October 22, 7:00–9:00 p.m.**

[www.datacolor.com](http://www.datacolor.com)



## Special Photo Event Developing Artistic Vision and Distinctive Style with Rodney Smith

Developing a marketable style is one of the photographer's greatest challenges. Join Rodney Smith as he discusses how his artistic vision and distinct style evolved in his commercial photography. He and printer Patricia Barrett will then discuss the challenges and rewards of shooting on film in a digital age, including how they produce mural-sized digital fine art prints. A Q&A session will follow.

**Wednesday, October 22, 9:00–11:00 a.m.**

[www.rodneysmith.com](http://www.rodneysmith.com)



J. Sandifer



Lou Manna

## Special Photo Event Effective Web Design and Promotion for Photographers

Does your website need a makeover? How do people find you online? Join J. Sandifer of liveBooks to hear what makes a great portfolio website for a photographer. liveBooks client Lou Manna will discuss the evolution of his site, the sequencing of the images in his portfolios, and how he markets it and drives traffic to it.

**Tuesday, October 21, 7:00–9:00 p.m.**

[www.loumanna.com](http://www.loumanna.com)



## **Special Photo Event**

# **Multimedia Photojournalism**

Join Brian Storm, president of MediaStorm, to see how some of the top photojournalists have redefined their storytelling capabilities to include audio reporting with an eye towards publication in multiple media. Learn how to disseminate your work to create an impact.

**Thursday, October 23, 7:00–9:00 p.m.**

<http://mediastorm.org>



# COOUTURE | BOOK™

## **Special Photo Event Bookmaking in Aperture with Couture Book**

Want to make wedding albums or portfolio books in Aperture? Join us as we demonstrate Aperture's book layout capabilities and how to export your designs. Dave Luebke from Couture Book will show their luxury handmade coffee-table books and answer questions about what makes a great book or album design.

**Friday, October 24, 7:00–9:00 p.m.**

[www.couturebook.com](http://www.couturebook.com)



## Special Photo Event Fashion Photography with Jon Moe

Do you love fashion photography? Award-winning photographer Jon Moe has been published in *Glamour*, *GQ*, *Esquire*, and *Cosmopolitan*. Join him in a discussion about how to find clients, how to market yourself, how to find the right equipment, and how to put together a winning fashion portfolio.

**Saturday, October 25, 7:00–9:00 p.m.**

[www.jonmoe.com](http://www.jonmoe.com)