

Workshop Outline

(Dubai UAE, 05 - 06 October 2012)

Among many other awards and accolades Ryan Schembri currently holds the title of AIPP Australian Wedding Photographer of the Year - 2012. Recognized as Australia's youngest ever master photographer with the Australian Institute of Professional Photography (AIPP), and a six time WPPI Grand award winner.

In his tenth year of professional wedding photography, at the age of 29 Ryan has continued to develop his skills in the field of wedding photography to a point where he now can safely say he still loves and thrives off the passion he has for every wedding he photographs! At the same time after photographing over 500 weddings to date it can be very hard to continue to come up with new fresh ideas and stay on top on the game.

Whether you have been to a Ryan Schembri seminar before or not - if you're in the market of wedding or pre-wedding photography this Two-day workshop is one not to be missed in 2012.

Unlike any previous seminars that Ryan has held, this one will focus specifically on two main key points that he feels are most important to continuing success in a profession that is ever changing and evolving.

Ryan strongly believes that unfortunately gone are the days of photography being a specialized field. Being so 'easy' to pick up a digital camera and then process these files through the numerous programs out there that can make our lives too easy, so many people can now claim to be professional photographers, but to compete in this ever changing and very challenging market what can we do to stand out?

In every market around the work we get asked the same questions time and time again. How can we charge more and how do you come up with new ideas and great shots very wedding?

This 2-day workshop will teach you firstly how to develop and hone your skills to a point that you can approach every wedding day or pre-wedding shoot with confidence, inspiration and with the full ability to find the correct light, know how to pose and how to execute images full of these two elements combined with emotion as well.

Ryan will then take you from start to finish in explaining how we sell our photography, our skills, the experience they will have, the story and the product.

The selling techniques and the tools in which we use have proven successful through this changing time of digitalism and the lack of importance that can sometimes be placed on albums by our clients.

At the end of the four days workshop each of the attendees will go away with a lot of inspiration and new ideas. To back this up you will each be provided with a comprehensive "Tool Book" developed and provided to you by Ryan and Jessica Schembri.

This exclusive tool book will not be sold or provided to anyone other than attendees of the seminar.

The tool book will help you to implement new skills into your photography and will guide you through segments of a wedding days and how to use each segment as a story telling situation.

Other points covered in the seminar and in the tool book in detail as follows:

- Comprehensive guides to posing.
- How to find light in any situation and use it correctly.
- Ideas and exercises to help you relate and extract the emotion you want from your client.
- Ways to implement inspiration into your shooting. From idea development through to final product.
- How to create story telling in your everyday wedding or pre-wedding shoot.
- How to design albums based on the story telling you have photographed and created.
- How to sell your different products to your clients - what is the products value, why have you photographed in this way and how do you sell and explain perceived values to your clients.
- How to sell yourself and ensure that what your selling is what you are providing to your client.

Some points that Ryan will cover to get you thinking and developing a new approach for your business in 2012...

Is how you have sold yourself from the start what you have given to your client in the end?

The first thing you show your client is the last thing they receive. Sell them on the album, the disk or the experience?

Putting yourself in the clients' shoes. What is important to your market?

No market is the same, we can't tell you how to price your photography but will look at and evaluate how much your skill are worth and how much your time needs to be worth to make your photography a viable profession.

We guarantee that this workshop will be like nothing you have experienced before! The new program is designed to be a group based, tool driven and results orientated.

Go away with a great understanding of how to be a successful, inspired and innovate wedding photographer!

After booking you will receive further correspondence close to the date with relation to final information on gear you will need to bring and a more detailed day-to-day workshop outline.

Don't miss out on this opportunity to develop your skills, gain inspiration and further your career for 2012!

Each workshop is strictly limited to only 40 students... so BOOK NOW!

Where: DUBAI, UAE

Start: Friday, 05th October, 2012 at 10:00am

End: Saturday, 06th October, 2012 at 6:00pm

Investment: Dh 2000 AED

Notes regarding workshop:

- All payments made are strictly non-refundable

- Please note that images photographed during the workshop may not be used for publication, self-promotion or competition entries.

The images you create during the week are for your personal development only.

Email: zaabeel@zaabeel.com

zaabeelstudio@hotmail.com

Mobile: 00971503760560

Phone: 0097143427770

BBpin: 29AC81FD

<http://zaabeel.com/>

<http://www.ryanschembri.com/>