

# Power To The Photographer



**ASMP New England** presents **Power To The Photographer**, a dynamic, full day, business workshop featuring past National ASMP Chair, and Director of Photography at Buck The Cubicle, **Jenna Close**, and veteran visual marketing consultant, author and international lecturer, **Selina Maitreya**.

## KNOWLEDGE IS POWER - IT IS THE KEY TO YOUR SUCCESS

While a successful photography career starts with your vision and talent, the ability to create arresting imagery is just the beginning. Come hear **Selina Maitreya** explain her **Steps-To-Success** program. A clear, reproducible, system to define your work, identify appropriate clients and then successfully market them. The morning begins with case studies where you will see specific sales and marketing tools and the results photographers who have used the program have achieved. Equally useful for established and new photography businesses,

The afternoon continues with **Jenna Close** detailing her success using the **Steps-To-Success** program in her own business. Jenna will then discuss the challenges, and offer real world solutions, to pricing, licensing, negotiations, contracts and copyright, including the CASE Act pending legislation. **Power To The Photographer** is about effective methods to develop and grow your business. Whether your are attempting to reach a new market or gain new, higher profile, clients in your existing specialty, this clear, outlined program will work for you.

**Power To The Photographer** takes place at **High Output Inc.** (86 Lincoln Street, Brighton, MA 02135). Doors open at 9:00 am with coffee and pastries. The program runs from 9:30 am to 5:00 pm. Lunch is provided on-site as part of the workshop. Register today online or use the QR Code below.

ASMP Member . . . \$55.00  
Students . . . . \$60.00  
Partners . . . . \$60.00  
Non-Members . . . \$75.00



[HTTPS://WWW.ASMP.ORG/NE/EVENT/POWER-TO-THE-PHOTOGRAPHER](https://www.asmp.org/ne/event/power-to-the-photographer)