



GAIN A FRESH PERSPECTIVE • GENERATE NEW IDEAS • SHARPEN THE FOCUS • CREATE MORE BUSINESS

How to Purchase the Best Digital Camera *techniques to save you time and money and to get it right the first time*

"Thank you so much for the wonderful class and the camera recommendations. I will definitely pass the class on to everyone that I know that needs help with their cameras."

Vance Warren

"Very informative - really enjoyed the class, content and pace. I was impressed with the quality and professionalism."

Linda Meyer, Marketing Director, **Ronald Reagan Building & International Trade Center**

Program Overview

Are you tired of purchasing digital cameras you don't like and equipment you won't need? Are you frustrated getting recommendations from people who don't take your best interests to heart? With so much confusing and conflicting information, how you will learn to make the best decisions regarding your digital camera and accessories? Even if you have a digital camera, this program is for you. Since the average digital camera will last for 2-3 years, it's not if you will need to purchase a new camera, it's when! We will cover the three top items you must know *before* purchasing a digital camera, highlight a one-of-a-kind digital camera personality test to get you the best camera for your needs, and discuss must-have accessories that can make or break your photography experience. You will leave the program with a clear understanding of the best digital camera and accessories for you!

Session Benefits - At the end of the program, the participants will be able to:

- Make an informed decision on the best type of digital camera
- Understand the three key components of what makes the best type of digital camera
- View digital photography from a total cost of ownership perspective
- Realize the best accessories to maximize the investment in digital photography

About Mark Sincevich - Mark Sincevich is the Executive Director of the Digital Photography Institute (DPI). The mission of the DPI is to educate consumers and photography enthusiasts to become better photographers and to help them save money. Mark developed his programs at the DPI and his book, *Snap: the ultimate guide to digital photography for the consumer* from presenting his speaking programs on digital photography to consumers and photography enthusiasts for over four years. His experience was further influenced from his numerous photography assignments and by his 13 years in the computer field where he presented and made technical subjects easy to understand.

A self-taught photographer, Mark has studied with many professionals including a few from the National Geographic Society. He is frequently quoted in the media by such organizations as the Associated Press (AP), MSNBC and *Spirit* (Southwest Airlines In-flight Magazine). Mark is a member of the ASMP (American Society of Media Photographers), the National Speakers Association (NSA) and he is a former instructor at the Washington School of Photography. His photography and writing have been published in such places as *The Washington Post Magazine*, *AAA World Magazine* and *Washington SmartCEO Magazine*.

Mark is also the founder and Chief Perspective Officer of Staash Press and the creator of the Staash Perspective System (SPS). The SPS teaches that simplicity leads to more powerful communications. Some of his customers include Bank of America, Sheraton Hotels, Iceland Air, the Arthritis Foundation, SAIC and the Greater Washington Initiative. In between his photography and speaking assignments, Mark can be found spending time with his family in the Washington, DC area or writing in cafés with character.

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