



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

## The Digital Photography NOW!

*take your knowledge of digital photography to a new level*

*"Thank you for a wonderful presentation. I've attended at least three photography workshops in the last several years. Your presentation was the best in terms of knowledge shared and the skill with which it was presented."*

Jim Core

*"Thanks, Mark, for adding insight to the mysterious digital world. You are an organized speaker, kindly attend to your students and their needs, and remember everyone's name. Truly a master! The website links given at the end are valuable."*

Karen Lewis, Owner, **Lapa Rios Econolodge and Nature Reserve**

### Program Overview

Have you ever wanted to take your digital photography to entirely new level? Do you want to increase your self-confidence in the world of digital photography and learn how to save hundreds and even thousands of dollars? This is an in-depth seminar where you will better learn and understand the digital photography environment including: digital cameras, scanners, photo printers, image editing and database programs, paper selections and much much more. We will spend extra time on where you can both share and sell your photography. Plus, you will be given tips on how to make your photography into art including note cards, fine art prints, and even professional coffee table books. You will have access to a custom-designed workbook that will take you step-by-step to make your journey through the world of digital photography much easier. After attending this program, you will realize what items you need to complete your workflow and to use it more effectively. Also, you will pick up strategies on how to save time and money and realize which areas of photography you want to further pursue.

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

- Increase your self-confidence in the world of digital photography
- Learn in-depth about scanners, printers, software, paper and inks
- Receive tips on how to turn your photography into art that you can share
- Understand how to make money with your photography
- Use your digital workflow more effectively and with greater ease

**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.