

yervant *Anie*

 Workshops USA

Marina del Rey - CA

The Ritz Carlton

17th to 19th August 2010

Chicago - IL

Marriott Downtown

23rd to 25th August 2010



3 FULL days of INTENSIVE TUITION...

Yervant teaches how to work with **LIMITED TIME, LIMITED LIGHT and LIMITED SPACE!**

We ALL face these restrictions week after week and yet we all need to provide our clients with results that SELL.

- 🌐 Yervant will teach the most essential pro-techniques and yet create modern and up to date imagery that excites today's Bride & Groom.
- 🌐 Stunning models in KIRSTIE KELLY Couture gowns will be your brides to create a new portfolio.
- 🌐 POSING and NOT BORING! Fluid movement that keeps your client engaged and yet allows you to achieve technically perfect results.
- 🌐 Backgrounds, props are not always handy or suitable ... Yervant teaches how to SEE LIGHT and pose wherever using AVAILABLE LIGHT and still get stunning imagery.
- 🌐 Finishing is a MUST! Yervant strongly advocates that shooting is 49% and FINISHING 51% in professional photography. An entire day is dedicated to FINISHING, Yervant will show step by step all his necessary techniques, give INDIVIDUAL guidance during this 'hands-on' session.
(You need to bring a laptop computer with Photoshop to class)
- 🌐 Selling and Marketing! Anie presents a down to earth and very current approach to marketing in today's economy, "Selling to the heart and not the pocket", branding and sustainability, pricing and packaging... and a whole lot more concepts and ideas that separate you from your competitors...



Yervant & Anie have been a husband and wife team in wedding photography for the last 15 years. Yervant is the ARTIST while Anie is the marketer. Together, they have endured every hurdle this industry can present, they have achieved great success whilst creating milestones for the industry internationally! They still fight, they still argue but... they are an exemplary duo who love to share from their experiences from their journey towards establishing a successful business that is now amongst the top studios of the world today.



Start... & Finish!















yervant *Grand Master Photog. AIPP, FAIPP, HF MPA (UK)*

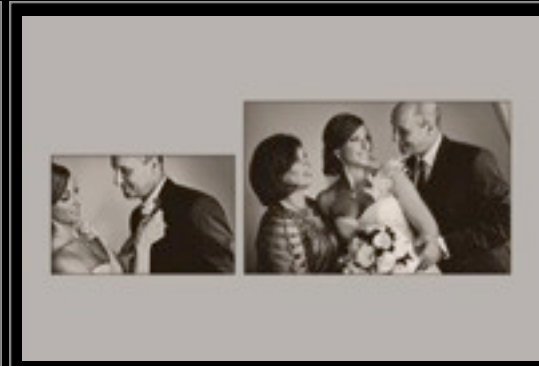
- One of 30 MOST influential photographers of the decade **'Photo District News'** January 2010
- The recipient of the prestigious **'Lifetime Achievement Award'** WPPI 2010 for his unparalleled influence within international wedding photography and the most "Emulated" photographer of our time...

Anie is Yervant's wife ... the 'Manager' !

- Business graduate with a degree in marketing, 18 years in sales and marketing for international corporations, Anie is the first to admit she can't shoot to save her life... But she can SELL !!
- Anie has a wealth of experience in emotional-marketing and branding, a creative mind in the art of SELLING . Always looking from a 'woman's' point of view, she has mastered an ideal marketing mix which has set their business amongst the high-end in the world...

- 
Learn Yervant's techniques...
 - * *"Posed ... But Naturally"*
 - * *See and shoot with available light, work fast and create fun!*
- 
Live shoot !
 - * *Stunning models in Kirstie Kelly Couture Gowns for your perusal...*
- 
See how and what Yervant sees...
 - * *Visualize and shoot FOR the ALBUM!*
- 
SecS <http://yervantblog.com/?p=1558>
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Learn how to do 'Modern formals'
- 
Learn Yervant's 'Signature' finishing techniques...
 - * *Photoshop like a pro ... Darkroom techniques !*
 - * *Photographic ART sells big posters...*
- 
Down to earth, realistic and 'doable' marketing and business 'smarts'...
 - * *Forefront Marketing & Branding in today's economy !*
- 
As always, much FUN and networking...
- 
Fees include : Tuition, Models, class room refreshments and Farewell Dinner...
- 
Special discounts on products
- 
Limited to 20 participants ONLY





Shoot for ALBUM ...
Design pages that SELL ...

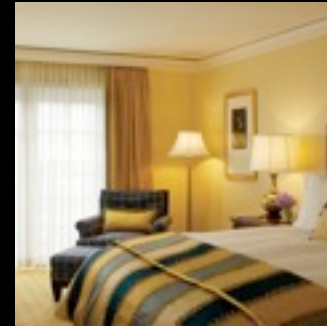


THE RITZ-CARLTON, MARINA DEL REY

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CA 90292 USA

Phone: (310) 823-1700

www.ritzcarlton.com



Marina del Rey - CA



Chicago Marriott Downtown Magnificent Mile

540 North Michigan Avenue
Chicago, Illinois 60611 USA

Phone: 1-312-836-0100

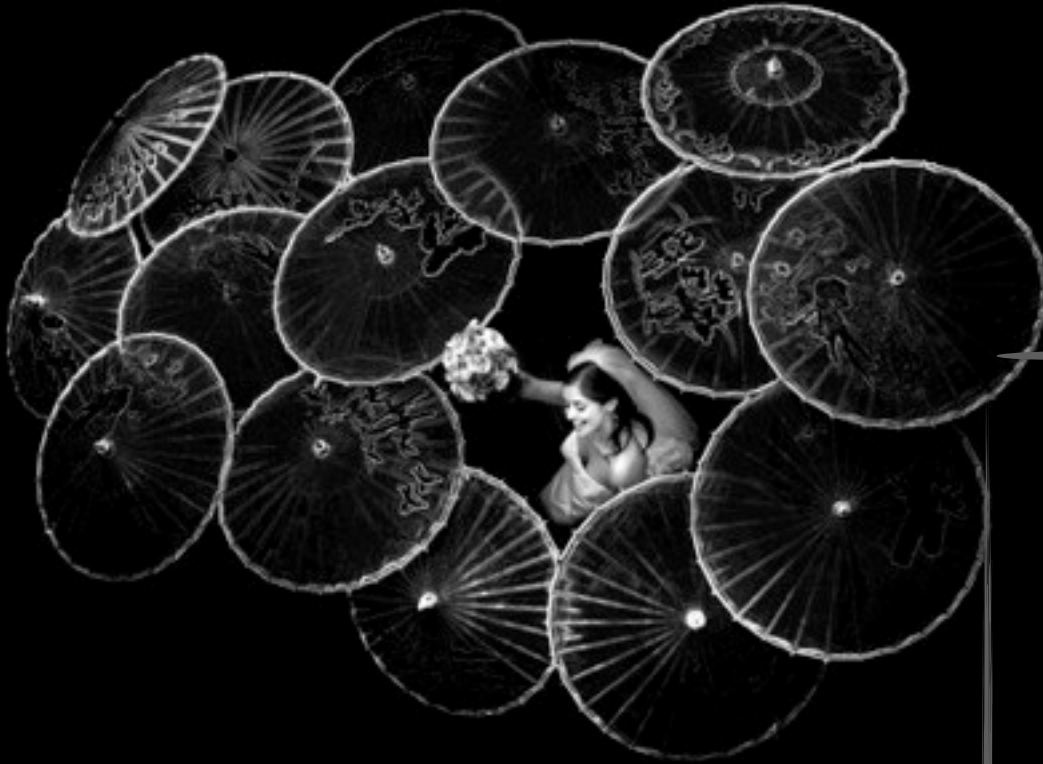
www.marriott.com



Chicago - IL



Should you wish to reserve your room at either hotel for the duration of our workshop, please contact them to receive the arranged 'Yervant & Anie Workshop' discounted rates.



3 DAYS' workshop

US\$ 2000

Booking retainer US \$500

Balance US \$1300 on 10 August 2010

Includes...

Hands-on tuition with individual participant

Models and Designer gowns...

Portfolio appraisal/critique session by Yervant

Morning/Afternoon refreshments

Farewell dinner

Discounted Yervant products

Invitation to our Grand Re-Union 2011 (Greek Islands)



1. Contact Anie anie@yervant.com to reserve your spot
2. On-line BOOKING <http://www.yervant.info/>
3. FAX or scan & email Anie the booking form on last page

Workshop Booking USA

Please indicate ☺

Marina del Rey

Chicago

NAME

Please write CLEARLY

ADDRESS

POST CODE

E-MAIL PHONE

Payment method Visa Mastercard AMEX

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Expiry date

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Signature

Please indicate ☺

How many seats ?

Full amount US \$2000

Retainer \$500

Balance \$1500 on 10 August 2010

* Registration retainer is nonrefundable

* Yervant reserves the right to; vary/alter program, content, venue or cancel if necessary

* (Cancellation by Yervant will ensure a full refund of the registration retainer)

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