



PhotoshopWorld
conference 2017

EARLY BIRD PRICING: REGISTER BY MARCH 17 & SAVE
HALF THE PRICE AND TWICE THE FUN OF OTHER 3 DAY CONFERENCES!



PHOTOSHOP WORLD 2017 ORLANDO APRIL 20-22, 2017

THE WORLD'S LARGEST ADOBE PHOTOSHOP,
LIGHTROOM AND PHOTOGRAPHY CONFERENCE



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TOP REASONS TO ATTEND PHOTOSHOP WORLD

104
CLASSES IN 9
DIFFERENT
TRACKS

32
OF THE
WORLD'S TOP
INSTRUCTORS

18
LIVE PHOTO
SHOOTS

23
HOURS OF
SOCIAL EVENTS
& PARTIES

**ENDLESS
OPPORTUNITIES
FOR CREATIVITY,
NETWORKING
& GROWTH**



Photoshop World

THE Annual Conference Is In Orlando This Year

Photoshop World is an exciting mix of people—creative professionals, soccer moms, artists, educators, students, hobbyists, bloggers, photographers, videographers, and more—who all come to immerse themselves in three days of incredible in-depth training, creative inspiration, and fun! The whole event is about losing yourself in a flood of new ideas and techniques while meeting other creatives just like yourself, including Photoshop users, photographers, graphic designers, social media marketers, and Lightroom fanatics. They're all there and they're all ready to learn and network. It doesn't matter if you're a beginner, intermediate or an advanced user, there's something for everyone. Basically it's a bunch of really cool, really fun, creative people like you!

Three Days Of Non-stop Photoshop, Lightroom And Photography Training

Wed. April 19 | In-Depth Workshops — *Separate registration & fee required, Meet-Up*

Thurs. April 20 | Keynote, Sessions, PSW Film Festival, After-Hours Party, Partner Pavilion

Fri. April 21 | Sessions, Photo Shootout, Live Natural Light Shoots, Partner Pavilion, Midnight Madness, Pub Crawl

Sat. April 22 | Sessions, Guru Awards, Wrap-Up Ceremony

View all the Photoshop World 2017 highlights at photoshopworld.com/events



Instructors

Get Ready To **Learn From The Best**

We all know the difference a great teacher can make and that's why only the world's best instructors are invited to speak at Photoshop World. It's a team of the most talented, passionate and gifted teachers on the planet. All here to share their latest techniques and tricks of the trade to help make you faster, more efficient, and more creative so you can have more fun while you're doing it. Here are some of this years all-star instructors:



Scott Kelby



Joe McNally



Terry White



Lindsay Adler



Jay Maisel



Moose Peterson



Kaylee Greer



Matt Kloskowski



Dave Black



Jeremy Cowart



Frank Doorhof



Julieanne Kost

View all the Photoshop World 2017 instructors at photoshopworld.com/instructors

Instructors, classes and class materials may change without prior notice. Visit www.Photoshopworld.com for the latest schedule and information



In-Depth Workshops

Come a day early and dive deep into one of our pre-conference workshops.



After-Hours Party

Enjoy live music, drink, dine, and mingle with Photoshop World instructors and fellow attendees.



Partner Pavilion

Get face-to-face with the industry's leading companies, and take advantage of major discounts.



Hands-On Labs

Work on your own project but with the professional guidance of our own PSW instructors.



Live Natural Light Shoots

Have fun in our shooting bays and capture everything from food to flowers to a model shoot.



Midnight Madness

Enjoy a hilarious evening of surprises, laughter, prizes, games and fun



Portfolio Reviews

Have an in-depth review with candid appraisals, valuable business insights and real world, practical advice.



Guru Awards

A contest created to honor and recognize the design, photography, and creativity of our attendees.

IN-DEPTH WORKSHOPS (04.19.17) SCHEDULE

The day before our conference kicks off, we hold in-depth workshops. These workshops provide a deep dive into the topics you want to learn most with small class sizes, live shoots and hands-on training. *Separate registration & fee required.*

Photo Safari Moose Peterson	Food Glorious Food: A Lesson in Food Photography Joe Glyda
Location Lighting Shootout Erik Valind	Sit! Stay! Snap! On-Location Dog Photography Shoot Kaylee Greer
Photograph Like a Thief: From Concept to Print & Everything Between Glyn Dewis	Jaw Dropping Images on a Low Budget Frank Doorhof
Posing to Flatter Anyone Lindsay Adler	Lightpainting Classic Cars Dave Black
Live Shoot: Lighting a Car for Maximum Effect Tim Wallace	First Time Attendee Orientation Larry Becker
Seamless Multi-Platform Workflow A Live Shoot Bryan O'Neil Hughes	



Customize Your Learning Experience

One of the best things about Photoshop World is that you can build a custom training experience that's just right for you, choosing from over 100 classes in 9 different learning tracks—all open to you with a full conference pass. Choose your own schedule and even change tracks or sessions any time you want. We also color-coded each track so you can easily identify the ones you want to follow.

CREATIVE CLOUD	LIGHTING	LIGHTROOM	PHOTOSHOP	VIDEO
PHOTOGRAPHY	INSPIRATION	BUSINESS	ADOBE MOBILE APPS	CONFERENCE EVENT

View the entire Photoshop World 2017 schedule at photoshopworld.com/schedule

Attend conference sessions in any track and move between them as you like. Instructors, classes and class materials may change without prior notice. Visit www.photoshopworld.com for the latest schedule and information.

DAY 1 (04.20.17) SCHEDULE

12:00pm - 1:00pm	Getting The Most Out Of The Creative Cloud Photography Plan (LR + PS + Mobile) Creative Cloud	Bryan O'Neil Hughes
	Lightpainting Step by Step Lighting	Dave Black
	Organizing Your Images with Lightroom Lightroom	Terry White
	See Like an Artist: How to Shoot Extraordinary Photos in Ordinary Situations Photography	Jeremy Cowart
	Master the Art of Magazine-Quality Skin Retouching: The Fundamentals Photoshop A	Kristina Sherk
	The Art of Winning Inspiration	Joel Grimes
	Portfolio Business	Tim Wallace
4:00pm - 5:00pm	Intro to Illustrator Creative Cloud	Dave Cross
	Getting Started with Strobes Lighting	Erik Valind
	Getting Creative with Lightroom Presets Lightroom	Matt Kloskowski
	The Wildest Subject of All: How To Get the Shot in Wildlife Photography Photography	Moose Peterson
	Photoshop CC: Extending Your Creativity Photoshop A	Julianne Kost
	A Town Hall Meeting – Hour One Inspiration	Joe McNally
	How to Land a \$100,000 Ad Campaign Business	Joel Grimes
5:15pm - 6:15pm	Getting Started with InDesign Creative Cloud	Dave Clayton
	Creative Studio Lighting to Blow Your Mind Lighting	Lindsay Adler
	Lightroom Tips & Tricks Lightroom	Scott Kelby
	The Way to Perfect Exposures Photography	Kevin Ames
	Landscape and Light Photoshop A	Matt Kloskowski
	A Town Hall Meeting – Hour Two Inspiration	Joe McNally
	How to Contribute to Adobe Stock and Make Money from Your Photography Business	Terry White

DAY 2 (04.21.17) SCHEDULE		
8:00am - 9:00am	<div></div> Three Ways to Create & Update Your Portfolio with Adobe CC Creative Cloud	Terry White
	<div></div> Tack Sharp! Sharpening in Lightroom Lightroom	Daniel Gregory
	<div></div> A Photographer's Guide to Posing: Techniques to Flatter Everyone Photography	Lindsay Adler
	<div></div> Compositing: Don't Get Stuck, Get Creating! Photoshop A	Glyn Dewis
	<div></div> Master the Art of Magazine-Quality Skin Retouching: Advanced Techniques Photoshop B	Kristina Sherk
	<div></div> Creating A Life's Masterpiece: What Does It Actually Take? Inspiration	Jeremy Cowart
9:15am - 10:15am	<div></div> Sharing Your Photos with the World Adobe Mobile Apps	Scott Valentine
	<div></div> Improv Photoshop & Illustrator Hour Creative Cloud	Corey Barker
	<div></div> Cityscape Master Class Lightroom	Serge Ramelli
	<div></div> The Secrets to Creating the Best Dog Photos Ever Photography	Kaylee Greer
	<div></div> Master Class: Selections and Cutouts Photoshop A	Glyn Dewis
	<div></div> Evolution of an Image: Transform In-Camera Images to Images with Impact Photoshop B	Rick Sammon
10:30am - 11:30am	<div></div> A Year in the Life of a Photographer Inspiration	Joe McNally
	<div></div> A Modern Photo Workflow Adobe Mobile Apps	Bryan O'Neil Hughes
	<div></div> The Power of Using Photoshop, Illustrator and InDesign Together Creative Cloud	Dave Cross
	<div></div> Creating Unique Styles & Looks in Lightroom & Lightroom for Mobile Lightroom	Rob Sylvan
	<div></div> Creating Magic with Less (Live Shoot) Photography	Frank Doorhof
	<div></div> Let's Edit Photoshop A	Matt Kloskowski
	<div></div> Retro Down & Dirty Tricks Photoshop B	Corey Barker
	<div></div> Creativity Class Inspiration	Joe Glyda
	<div></div> Making the Best Images with Your Phone Adobe Mobile Apps	Scott Valentine

DAY 2 (04.21.17) SCHEDULE		
3:00pm - 4:00pm	<div></div> Location Lighting with Speedlites Lighting	Dave Black
	<div></div> Black & White Today & Yesterday Lightroom	Serge Ramelli
	<div></div> Light, Gesture & Color Part 1 Photography	Jay Maisel
	<div></div> DSLR Video Basics Video	Justin Wojtczak
	<div></div> Selections & Masks Demystified Photoshop B	Dave Cross
4:15pm - 5:15pm	<div></div> A Primer on Mobile Apps Adobe Mobile Apps	Bryan O'Neil Hughes
	<div></div> Conquering Crappy Lighting Lighting	Lindsay Adler
	<div></div> Everyday Portrait Retouching in Lightroom Lightroom	Krisitina Sherk
	<div></div> Light, Gesture & Color Part 2 Photography	Jay Maisel
	<div></div> Snapshot Videos – Small Videos that Create Large Opportunities Video	Justin Wojtczak
5:30pm - 6:30pm	<div></div> Photoshop Lighting Effects for Photographers Photoshop B	Glyn Dewis
	<div></div> Unlocking the Power of Lightroom for Mobile Adobe Mobile Apps	Matt Kloskowski
	<div></div> Master the Light Lighting	Joel Grimes
	<div></div> The Lightroom Ecosystem: Working in Lightroom Across All Devices Lightroom	Rob Sylvan
	<div></div> Portrait Photography: Choosing the Right Lens and Light for Anyone Photography	Erik Valind
	<div></div> DSLR Interviews: Setting Up and Coaching Your Subject to Tell the Most Impactful Story Video	Justin Wojtczak
	<div></div> Essentials of Designing with Type Photoshop B	Scott Kelby
	<div></div> Creating Photo Collages On the Go Adobe Mobile Apps	Scott Valentine

DAY 3 (04.22.17) SCHEDULE

9:15am - 10:15am	Illustrator Tips & Tricks Creative Cloud	Dave Cross
	Live Car Shoot Lighting	Tim Wallace
	Creating Beautiful Books in Lightroom Lightroom	Scott Kelby
	Think Before You Press the Shutter Photography	Dave Black
	Fine-Art Printing From Photoshop Photoshop A	Daniel Gregory
	Quick Tricks & Fixes to Make Photoshop More Fun Photoshop B	Rick Sammon
	Social Media Best Practices for Photographers Business	Lindsay Adler
10:30am - 11:30am	Ten Tips & Tricks for InDesign Creative Cloud	Dave Clayton
	Taming Natural Light, No Strobes Required Lighting	Erik Valind
	All The Other Stuff: HDR, Panos, Video, History, Snapchat and Customizing Lightroom	Terry White
	Light on the Land: Bring Your Landscape Photography to Life Photography	Moose Peterson
	Creating 3D Composites in Photoshop Photoshop A	Corey Barker
	Fixing Common Image Problems in Photoshop & Lightroom Photoshop B	Dave Cross
	Silencing the Critics Business	Joel Grimes
1:00pm - 2:00pm	Intro to Adobe Muse CC Creative Cloud	Terry White
	21st Century Speedlites Lighting	Joel Grimes
	Working with Photoshop Lightroom	Serge Ramelli
	Travel Photography Essentials Photography	Rick Sammon
	Photoshop Power Hour Photoshop A	Glyn Dewis
	Modern Photo Restoration Photoshop B	Bryan O'Neil Hughes
	Let There be Light: Licensing, Copyright and Usage Business	Tim Wallace



Stay Where **All The Action Is!**

Hyatt Regency Orlando | 9801 International Drive, Orlando, FL 32819

Our home for Photoshop World is the beautiful Orange County Convention Center conveniently located on International Drive. Placed within walking distance to Pointe Orlando with dozens of beautiful shops, exciting eateries, and nightclubs, it's the ideal location for a conference and best of all, it's connected to our host hotel.

Special Event Rate Per Night: \$159 plus resort package fee and current Orange County room tax of 12.5% (subject to change). Book your room by Friday, March 24, 2017 (*and tell them you're a registered Photoshop World attendee*).

To reserve your room visit photoshopworld.com/travel

Early Bird Conference Pricing

Register by March 17th and Save up to \$200

NEW ATTENDEES
\$699
~~\$799~~

KELBYONE MEMBERS
\$599
~~\$799~~

Students, educators and alumni can save even more. Visit the pricing page on photoshopworld.com to see all available discounts.

To **Register** Or Inquire About **Discounts/Group Pricing**
Visit **photoshopworld.com** Or Call **1.800.201.7323**

After March 17th, pricing will increase to standard pricing. Discounts cannot be combined with any other offer or discount. To qualify for the alumni discount, you must have attended a previous Photoshop World (your name must be in our database). **Proof of educator or student ID required at conference check-in. To qualify for the KelbyOne member discount you must provide your username & password at checkout.

SAVE UP TO \$200 When You Register By March 17th!

PHOTOSHOP[®] WORLD 2017 ORLANDO APRIL 20-22, 2017

Visit photoshopworld.com for more info

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