



FOR IMMEDIATE RELEASE

Marketing Essentials International Announces “Skip’s Summer School ‘09”

*Inaugural event for professional photographers of all levels takes place
August 16-19, 2009 in Las Vegas, NV*

Akron, Ohio (June 2, 2009) – Marketing Essentials International Inc. (MEI) (www.mei500.com) announces “Skip’s Summer School ‘09”, open to professional photographers of all levels. Summer School is the first photography workshop of its kind to create a series of programs designed to help photographers realize the full potential of some of the new technologies, especially in mixed media (video and still imaging creation and presentation), Search Engine Optimization, social media through Blogs and Twitter while at the same time, fine tune their photographic skills in lighting, composition, exposure and even marketing and self-promotion.

Taking place at the MGM Grand in Las Vegas, NV from Sunday, August 16th – Wednesday, August 19th, “Skip’s Summer School” is the creation of Skip Cohen, former president of Wedding & Portrait Photographers International (WPPI) and Rangefinder Publishing Inc. and former publisher of *Rangefinder* and *AfterCapture* magazines.

“I’ve spent most of my career in the imaging industry dedicated to education and marketing,” said Skip Cohen, president of MEI. “I am so excited to have created this mid-year event for photographers looking to recharge their professional batteries after this year’s busy wedding season and find new ways to grow their businesses. Our incredible lineup of educators is sure to do just that.”

Throughout the event, photographers will attend 13 workshops in a classroom style setting conducted by some of the world’s most sought after and influential photo educators including: Bambi Cantrell, Skip Cohen, Tony Corbell, Ron Dawson, Robert Evans, Jim Garner, Jerry Ghionis, Mitche Graf, Matt Hill, Kevin Kubota, Charles and Jennifer Maring, Dane Sanders, and Ken Sklute. And, this year’s special keynote opening speaker, Microsoft’s Kostas Mallios, will take attendees through a quick look at the future of imaging.

Workshop topics will include: Weddings with Style, tools and techniques for mixing photography and video, indoor and outdoor lighting techniques, lightspeed workflow, album design, focusing on your business, new ways to promote your business on the

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Web, developing a distinctive wedding style, promotions that work, and lighting on location.

The cost to attend Summer School is just \$279 and it also includes free full registration to WPPI 2010 (March 4-11, 2010) for each attendee. In addition, there is a special MGM room rate of \$69 a night for Summer School attendees. For more information, or to register for Skip's Summer School, visit www.mei500.com.

About Marketing Essentials International Inc. (MEI)

Marketing Essentials International Inc. (MEI) is a full service consulting company involved in a wide variety of projects within the professional and consumer imaging industries. MEI's purpose is to focus on marketing, business and education for all levels of photography, from amateur to professional. Activities and events created by MEI are dedicated to the support of the professional photographic community as well as consumers age 12 and up who are interested in all digital photography has to offer. For more information visit www.mei500.com.

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Contact:

Skip Cohen
President, MEI
PH: 330-867-1006
e-mail: skip@mei500.com

Steve Rosenbaum/Leigh Nofi
S.I.R. Marketing Communications, Inc.
PH: 631-757-5665
e-mail: sir@sironline.com