



FOR IMMEDIATE RELEASE

Marketing Essentials International Counts Down to “Skip’s Summer School ‘09”

Unique learning experience for professional photographers only five weeks away

Akron, Ohio (July 10, 2009) – Marketing Essentials International Inc. (MEI) (www.mei500.com) announces “Skip’s Summer School ‘09”, the first photography education program of its kind to feature 14 renowned speakers during the course of 2-1/2 intensive days of workshop training.

Taking place at the MGM Grand in Las Vegas, NV, August 16-19, 2009, the Summer School photography workshop features a series of programs designed to help professional photographers realize the full potential of their business. In addition, many new technologies will be covered, 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, photographers will learn how to fine tune their photographic skills in lighting, composition, exposure and even marketing and self-promotion.

“Skip’s Summer School” is the creation of Skip Cohen, former president of Wedding & Portrait Photographers International (WPPI) and Rangefinder Publishing Inc. publishers of *Rangefinder* and *AfterCapture* magazines.

“Technology has so much to offer photographers, but to stay one step ahead of the competition and to embrace all that the new technologies have to offer is the key to success,” said Skip Cohen, president of MEI. “Our incredible lineup of Summer School educators is going to give photographers the knowledge they crave and need to continue to grow their businesses. And even more important, it’s going to be fun! ‘FUN’ is one of those words that so many people have lost sight of in this tough economy. People still need to ‘recharge their batteries’ and get excited about opportunities to grow their businesses.”

Throughout the event, photographers will attend 13 workshops in a classroom style setting conducted by some 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

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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 Web, developing a distinctive wedding style, promotions that work, and lighting on location. Each program will be presented one at a time so attendees can attend all sessions, rather than having to pick and choose.

In addition, WiFi will be available in the teaching facility so event attendees can easily stay in touch with their current businesses while gaining the benefit of this educational program.

The cost to attend Skip's Summer School is just \$279 and it also includes free full registration to WPPI 2010 (March 4-11, 2010) as well as a six month membership in the Digital Wedding Forum for each attendee. In addition, there is a special MGM room rate of \$69 per night for Summer School attendees. Also included with each room reservation is a 2 for 1 entrée card good for most MGM restaurants, bars and a \$35 activity credit for dining or entertainment charged to the room. 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. 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