

**Ralph Ramaguera**  
**Real World 101**

The "Real World" of photography is changing daily!

This exciting program is full of good useful, ready to put into action ideas. It will be fun filled explaining going digital, selling digital and delivering digital. The program is for the portrait photographer, wedding photographer and for the school/senior photographer.

Basic indoor and outdoor lighting using strobs, hot lights, reflector and deflectors will be explained. Posing and lighting as well as marketing will be covered.

Romaguera will also go over some of the latest programs used to handle "through put." Marketing of new ideas to add serious increases to your bottom line will be covered.