



The Society  
of Photographers  
**Convention**  
**Show Guide**

Convention 14-17 January

Trade Show 15-17 January

Novotel London West,

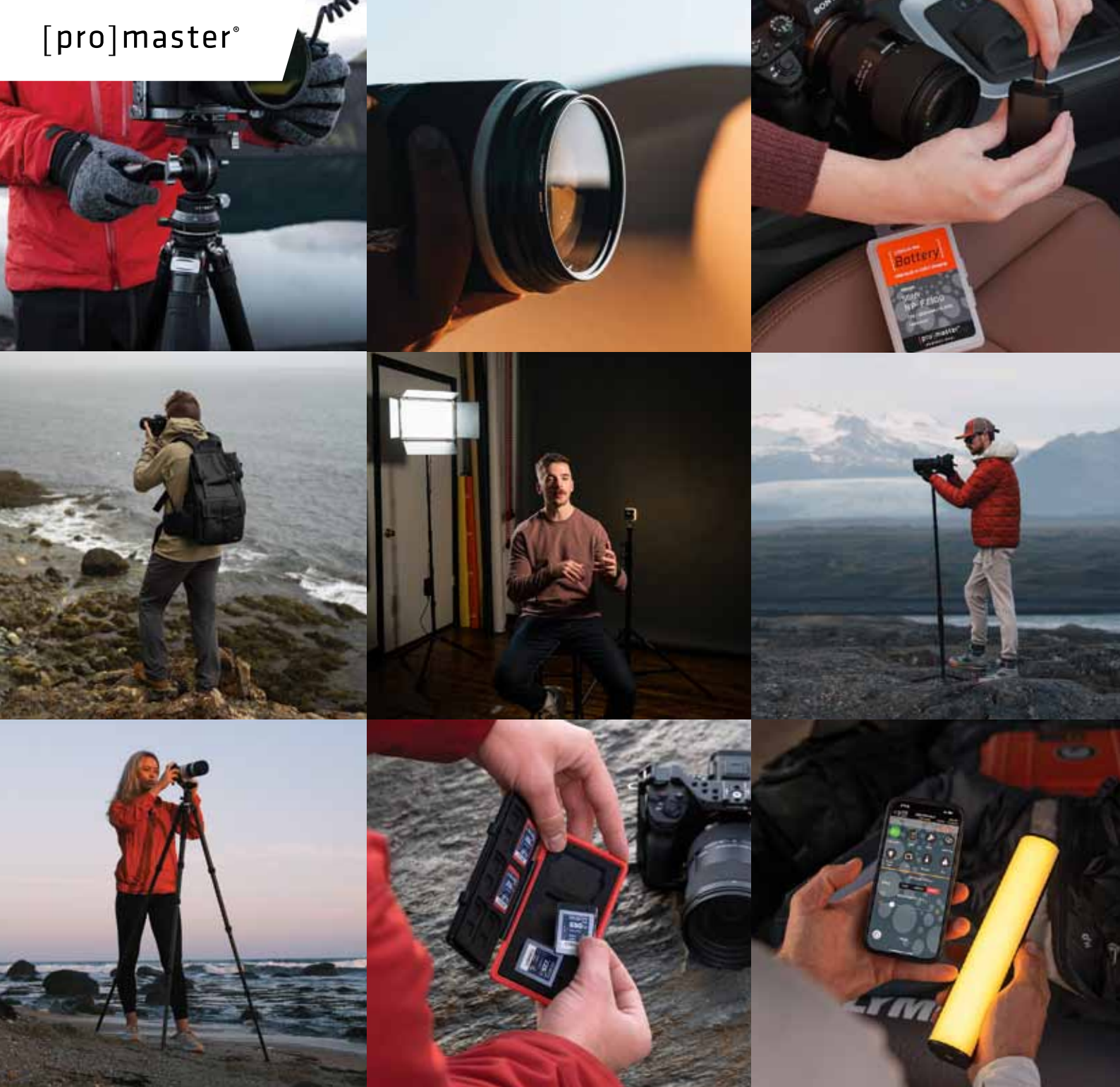
Hammersmith, W6 8DR

[thesocieties.net/convention/](http://thesocieties.net/convention/)

BRING THIS COPY OF THE SHOW GUIDE WITH YOU TO THE CONVENTION!



[pro]master®



# VISIT US AT STANDS 58-59

For a chance to **WIN £100 OF PROMASTER PRODUCTS**  
of your choice every day of the trade show.





The Society  
of Photographers  
**Convention**

**Show Guide**  
[thesocieties.net/convention/](https://thesocieties.net/convention/)

## Europe's Largest All-welcome Photographic Convention



## CONTENTS

7 Tickets

### WHAT'S ON

8 Schedule at a Glance

10 Business School

29 Awards Presentation Evening

### SEMINAR SCHEDULE

12 Wednesday Masterclasses

14 Thursday Masterclasses

17 Friday Masterclasses

20 Saturday Masterclasses

24 Superclasses

### TRADE SHOW

26 Elinchrom UK Live Stage Schedule

28 Live Stage Schedule

30 Exhibitors Directory

34 Trade Show Deals

### COVER PICTURE:

Kris Anderson IFSWPP

PUBLISHED BY: B.P.P.A. LTD.

Clwyd Chambers, Clwyd Street, Rhyl,  
Denbighshire, LL18 3LA, UK

No part of this Show Guide may be  
reproduced without prior written permission  
from B.P.P.A. LTD.

All technical data and listings are printed in  
good faith at the time of publication. B.P.P.A.  
LTD. cannot accept any legal responsibility for  
unjustified claims or the quality of goods and services arising from listings  
or advertising in this publication.



## FOREWORD: COLIN JONES

Time flies, and here we are again, ready  
for another incredible year in 2026!

The annual Convention is a cornerstone  
event that brings together the very  
best in the photography industry.  
This year's programme is packed with  
opportunities to hear from world-class  
speakers covering everything from  
photography and post-production to  
marketing, lighting, posing, and much more. We've designed the  
sessions to offer you fresh perspectives and insights you won't find  
at any other event.

Held once again in vibrant London, the 2026 Convention is  
the perfect chance to immerse yourself in learning from the  
experts. This is the largest gathering of passionate, professional  
photographers—an environment where knowledge, experience,  
and friendship thrive. You'll also have the opportunity to meet  
representatives from the industry's biggest manufacturers, many  
of whom are joining us from across the globe.

We're excited to introduce a stellar line-up of speakers and  
exhibitors this year, including some industry leaders who are here  
for the first time. With an inspiring mix of familiar faces and new  
names, there's no shortage of expertise to learn from and ideas to  
take back into your business.

Building on the success of the 2025 Convention, we've fine-tuned  
the formula to ensure your experience is even more rewarding and  
memorable. Whether it's gaining new techniques, connecting with  
peers, or reigniting your creative spark, this is your opportunity to  
embrace excellence and rediscover your passion for photography.

So come and join us! Meet photographers from all corners of the  
globe, form new friendships, and strengthen the professional  
relationships that will continue to support you throughout your  
journey.

I look forward to welcoming you to the 2026 Convention. Let's  
make it unforgettable!

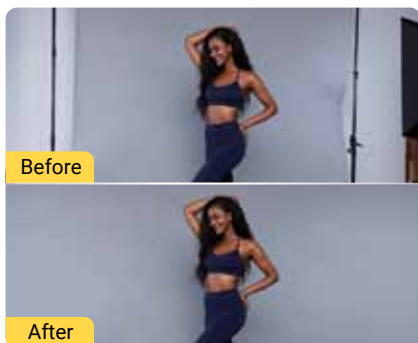
**Colin Jones - CEO, The Society of Photographers**



The Society  
of Photographers

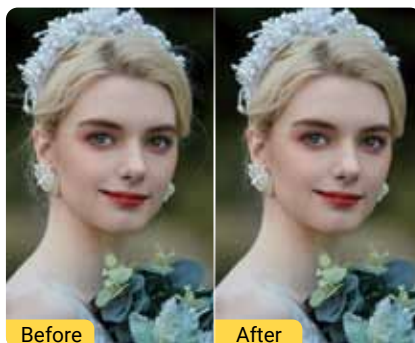
**info@thesocieties.net | thesocieties.net | +44 1745 356935**

# Photo Retouching Tool for Speeding Up Your Workflow by 10x



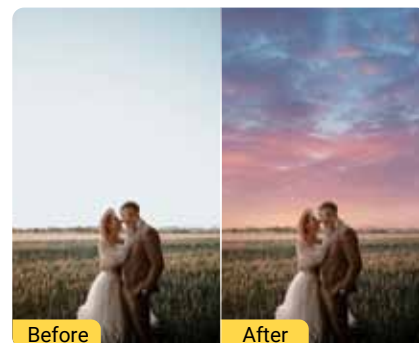
## Background Distractions Removal

Identify and remove unwanted background elements.



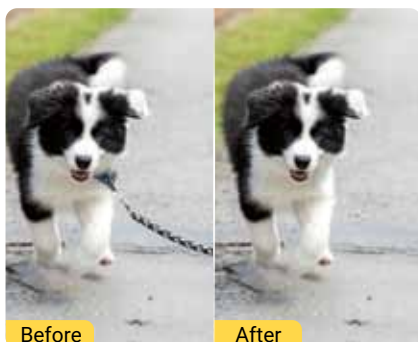
## Stray Hair Removal

Effortlessly remove flyaway hairs for a seamless look.



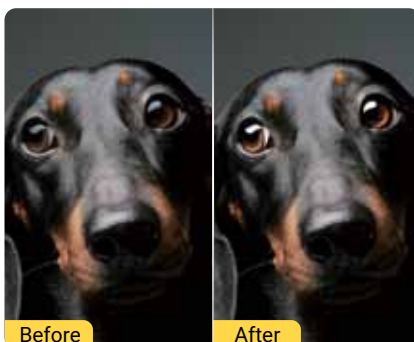
## Sky Replacement

Effortlessly replace skies to create diverse looks and overcome bad weather.



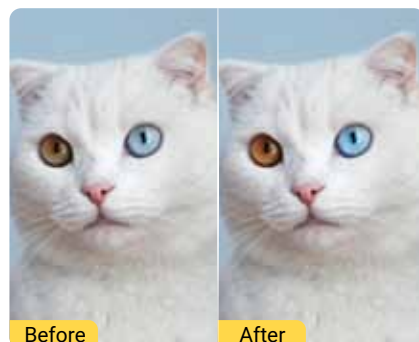
## Leash Removal NEW

Remove leashes instantly — keep the charm, not the chain.



## Pet Eye Lighting NEW

Brighten and enhance the eyes' natural tones for a clearer, more vivid look.



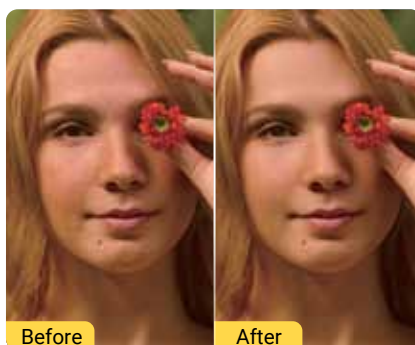
## Eye Color Enhancement NEW

Boost and refine your pet's eye color with one click.



## Glass Glare Removal

Easily remove unwanted reflections for professional results.



## Skin Retouching

Professionally retouch skin while preserving natural details.



scan to win 50 credits





## Get ready for four days of non-stop inspiration, innovation and insight.

The 2026 Convention brings together photographers from around the globe for a packed programme of learning, networking and creativity. Whether you're just starting out or running a thriving business, this is your moment to grow, connect, and take your photography to the next level.

### Trade Show: 15-17 January 2026

Meet top brands, see the latest kit in action, and get hands-on with cutting-edge gear. From cameras and lighting to albums and software, the biggest names in the business will be there to help you elevate your workflow.

- Explore new kit, software and accessories
- Watch **live demos** from leading manufacturers
- Grab exclusive show-only offers and discounts
- Get inspired by **free seminars** and **live stage** sessions

### Masterclasses

Over 100 hours of Masterclasses led by world-class photographers. From lighting and posing to creativity and branding, discover practical skills you can use straight away.

- Learn from industry leaders
- Discover new ways to shoot, edit, and work smarter
- Ask questions and get real-world advice
- Walk away inspired and re-energised

### Superclasses (Limited Places)

For a deeper, hands-on learning experience, join a Superclass. These intimate workshops are capped at just 15 people, so you'll get real-time guidance and insider knowledge from top educators.

- Practical, focused learning
- Shoot alongside the pros
- Ideal for photographers ready to level up

### Business School

Learn how successful photographers built thriving businesses — and how you can too. This focused track is packed with practical advice on pricing, marketing, client experience and sustainable growth.

- Discover what's working right now in the industry
- Get inspired to think bigger and more strategically
- Walk away with tools you can put into action immediately

### 20x16" Print Competition

Watch the judging process live and learn what makes an award-winning image. Merited prints will be exhibited throughout the Convention, showcasing talent from around the world.

### Presentation Evening

Celebrate excellence at our glittering Awards Night. Winners from the 2025 Monthly Image Competition, 2026 20x16" Print Competition and Trade Awards will be revealed in a night to remember.

*"The annual Convention will always be on top of my list of priorities to attend – both for the amazing live print judging, the classes, networking and the awards night. Highly recommended to everybody with a camera in their hand!" – Ulla Jensen*

Scan me!



**Register now for your  
FREE Trade Show tickets!**

**WHAT ARE YOU WAITING FOR?  
JOIN THE PHOTOGRAPHIC EVENT OF THE YEAR.  
BOOK YOUR TICKETS TODAY AND STEP INTO 2026 INSPIRED.**

# PARKCameras

Image shot using Canon EOS R5 Mark II  
and RF 85mm f/1.4L VCM

Find us at  
stands **53-54**  
and **63-64**

## EXCLUSIVE OFFERS

only at the London  
Photography Trade  
Show 2026



### Special offers on **MIRRORLESS CAMERAS**

- Canon • Sony
- Nikon • Fujifilm



### Special offers on a **WIDE RANGE OF LENSES**

- Canon • Sony • Nikon • Fujifilm
- Tamron • Samyang • Sigma



### Special offers on **BAGS, TRIPODS & ACCESSORIES**

- Manfrotto • Gomatic • OpTech
- PGYTech • Lowepro • Peak Design



### **TRADE-IN YOUR KIT**

Get your existing camera gear  
valued by our experts on our  
stand, for an **INSTANT quote**  
to trade-in against NEW kit.



### **LATEST NEW PRODUCTS**

See some of the latest products  
including the Canon EOS R6 Mark III,  
RF 45mm f/1.2 STM & Sony a7 V.



### **WHY PARK CAMERAS?**

- Competitive low pricing
- Award winning service
- Extensive product range
- Experts in photography
- UK stock - no grey imports!

Wide-range of products  
available in stock to  
take away on the day.

And if it's not in stock, we'll send it  
straight to your home for free!\*

\*UK Mainland addresses only.

Visit our website - updated daily  
**[www.parkcameras.com](http://www.parkcameras.com)**

or call us 7 days a week  
**01444 23 70 36**

#### **LONDON**

34 Rathbone Place,  
LONDON, W1T 1JN

#### **SUSSEX**

York Road, BURGESS HILL,  
West Sussex, RH15 9TT



**Rated 4.9 out of 5 based on over 17,250 reviews**

All special offers are available only at The London Photo Convention and Trade Show 2026.  
All prices correct at time of going to print and include VAT at 20%. UK stock only - no grey imports. E&OE.





**We've designed a range of tickets to suit every level and interest.**

**Whether you're visiting the Trade Show, diving into education, or celebrating at our Awards Evening.**

#### Trade Show Only

FREE\*

- ✓ London Photo Trade Show
- ✓ Live Stage
- ✓ Elinchrom UK Live Stage

Dates: Thursday 15 – Saturday 17  
January 2026.

\*Pre-registration required for free entry.

#### Masterclass Full 4-Day Pass

£300

Gain access to all Masterclasses throughout the Convention. These classes are first come, first served and are not pre-bookable.

Dates: Wednesday to Saturday.

#### Masterclass Day Pass

£90

Attend any Masterclasses for a full day. Choose from Wednesday, Thursday, Friday, or Saturday. Classes are first come, first served and not pre-bookable.

#### Business School

£175

Attend an entire day of business-focused seminars on Wednesday, 14th January 2026, led by industry experts. These sessions will help you develop the business side of your photography. Pre-booking is required to secure your spot. (Please note: You do not need to book on to individual sessions).

#### Superclass

£190

Join an exclusive, in-depth, four-hour session with a master photographer. These sessions are available to both members and non-members but require pre-booking to guarantee your place.

#### Friday Night Awards Evening

£80

This ticket grants you access to the prestigious Awards Evening on **Friday, 16 January 2026.**

#### Super Big Deal Ticket

£600

The ultimate value package includes:

- Masterclass Full Pass (Wednesday– Saturday)
- Two Superclasses (of your choice)
- Friday Night Presentation Evening
- Trade Show Ticket

#### Package 1

£410

- One Superclass (of your choice)
- Masterclass Full Pass (Wednesday– Saturday)
- Trade Show Ticket

#### Package 2

£310

- Friday Night Presentation Evening
- Masterclass Full Pass (Wednesday– Saturday)
- Trade Show Ticket

#### Package 3

£400

- Business School
- Masterclass Full Pass (Wednesday– Saturday)
- Trade Show Ticket

#### Need Help Deciding?

**If you're unsure which ticket is best for you, feel free to contact our team. We're here to help you make the most of your 2026 Convention experience!**

*If you're serious about photography, now is the time to elevate your skills. Attend Europe's largest photographic Convention, crafted specifically for passionate photographers. The 2026 Convention is your opportunity to immerse yourself in four action-packed days of learning, designed to give your work the competitive edge.*

**Members save 20% –  
Use your promo code  
at checkout.**

See page 7 for tickets including packages to make the most of your Convention

# SCHEDULE AT A GLANCE



The Society of Photographers  
**Convention**

Wednesday 14 Jan	9am		10am		11am		12pm		1pm		2pm		3pm		4pm		5pm		6pm							
ROOM	09:00	09:30	10:00	10:30	11:00	11:30	12:00	12:30	13:00	13:30	14:00	14:30	15:00	15:30	16:00	16:30	17:00	17:30	18:00	18:30						
Bouzy			Rachel Sloan				Stuart Wood						Bjorn Thomassen				Chantal Storrs-Barbor									
Chalon			Stefanie Blochwitz				Julietta Arden-Taylor						Therese Asplund				Peter Morgan									
Epernay			Fabrizia Costa				John Nassari						Christopher Hall				Sanjay Jogia									
Reims			Ross Grieve				Emma Dunham						Richard Bradbury				Terry Donnelly									
St Julien	Damian McGillicuddy													Paul Wilkinson												
Bourgogne	Fiona Elizabeth				Victoria Amrose				Gillian Devine				Abi Lewis-Savage & Kristie Lewis				Ian Martindale									
Bordeaux Suite & Mouton Cadet	20x16" Print Competition Judging																									

Thursday 15 Jan	9am		10am		11am		12pm		1pm		2pm		3pm		4pm		5pm		6pm																				
ROOM	09:00	09:15	09:30	09:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	18:00	18:15	18:30
Bouzy	Stuart Wood								Rachel Sloan								Bjorn Thomassen						Damian McGillicuddy																
Chalon	Stefanie Blochwitz								Chris Denner								Victoria Amrose						Sanjay Jogia																
Epernay	Abi Lewis-Savage & Kristie Lewis								Julietta Arden-Taylor								Gillian Devine						Fiona Elizabeth																
Reims	Paul Wilkinson								Ian Cook								Dave Montizambert						Peter Morgan																
St Julien	Emma Dunham																Therese Asplund																						
Champagne Suite					Trade Show																																		
Bordeaux Suite & Mouton Cadet	20x16" Print Competition Judging																																						

Friday 16 Jan	9am		10am		11am		12pm		1pm		2pm		3pm		4pm		5pm		6pm																						
ROOM	09:00	09:15	09:30	09:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	18:00	18:15	18:30		
Bouzy	Gurvir Johal								Khandie Rees								Martina Warenfeldt						Kris Anderson																		
Chalon	Paul Wilkinson								David Stanbury								Hanna Neret						Ramon Sammut																		
Eprenay	Jennifer Stitt								Neil Shearer								Fiona McKean						Dario Righetto																		
Reims	Duncan Cauchi								Gemma Sains								Damian McGillicuddy						Sean Conboy																		
St Julien	Jessica McGovern																			Panikos Hajistilly																					
Champagne Suite					Trade Show																																				

Saturday 17 Jan	9am		10am		11am		12pm		1pm		2pm		3pm		4pm		5pm		6pm																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																	
ROOM	09:00	09:15	09:30	09:45	10:00	10:15	10:30	10:45	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	13:00	13:15	13:30	13:45	14:00	14:15	14:30	14:45	15:00	15:15	15:30	15:45	16:00	16:15	16:30	16:45	17:00	17:15	17:30	17:45	18:00	18:15	18:30																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																													
Bouzy	Sarah Edmunds								Khandie Rees									James Musselwhite						Dave Montizambert																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																												
Chalon	John Whitmore								Jennifer Stitt										Scott Johnson						Gary Hill																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
Epernay	Damian McGillicuddy								Neil Shearer										Fiona McKean						Anthony Milner																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
Reims	Elli Cassidy								Gemma Sains										Jessica McGovern						Marcus Ahmad																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																											
St Julien	Hanna Neret																				Kris Anderson																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																															</

We reserve the right to change speakers and timings.

Spaces at Masterclasses are on a first come, first served basis subject to availability.

Trade Show Opening Times:

Thursday–Friday 10:00–17:00 | Saturday: 10:00–16:00

## Live Print Judging ENTER | LEARN | CELEBRATE

Join the team of International Photographic Judges at the Convention for two days of live judging, critique and debate.

Attendance is **FREE**, with all images projected live so you can see exactly what judges look for as they assess printed entries.

Images scoring 80+ will receive a Merit Ribbon and be displayed in the Merit Exhibition. The top three finalists in each category will receive a Finalist Ribbon, with category and overall winners receiving industry-sponsored prizes at the Awards Presentation Evening on Friday 16 January.

**Don't miss this incredible FREE opportunity to learn from 30 of the world's leading photographers.**

### Judging Times:

Wednesday 14th January – 9:00–17:00  
Thursday 15th January – 9:00–14:00

Please note that due to the nature of this event, timings may change.





# SONY

α  
ALPHA



## α7 V Beyond Standards

The Professional Edge, Within Your Reach

Discover the new Alpha 7 V  
at stand 91-93

[www.sony.co.uk](http://www.sony.co.uk)

© Paul Browning



Cotswold  
Mounts

### A vast range of picture mount sizes & colours

**Cotswold Mounts offer a wide range of products,  
including a large variety of options for your Event,  
Portraiture and School Photography needs:**

- 2 styles of Slip Mounts, white core and cream core, in a wide range of colours and sizes (including the ever popular 10x8" and 14x11" Folio box size). Custom design is available!
- 3 types of Strut Mounts in a Modern Black style, the Classic Black with a Silver trim and a white/cream Style.
- A range of Photofolder Mounts.

**Visit our website or telephone for  
your free sample pack.**

T: 01242 248884 | [info@cotswoldmounts.co.uk](mailto:info@cotswoldmounts.co.uk)  
[www.cotswoldmounts.co.uk](http://www.cotswoldmounts.co.uk)





## KICKSTART YOUR YEAR WITH INSPIRATION AND ACTION



### 2026 Business School Wednesday 14th January

Join us for Business School 2026—a full day of business growth, marketing insights, and motivation, delivered by some of the world's most successful photographers. Whether you're just starting out or looking to scale, this event is packed with actionable strategies to take your business to the next level.

#### Why Attend the Business School 2026?

Part of our annual Convention, the Business School has built a reputation as a powerhouse day of education. It's designed to help photographers like you strengthen your business foundations and accelerate your growth with real-world, proven advice.

This year's theme:

Business Development and Growth  
Creative Thinking + Strategic Action

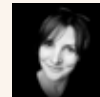
Led by Gillian Devine—renowned motivational speaker and expert in building thriving photography businesses—you'll also learn from a handpicked panel of successful professionals who've turned passion into profit.

#### Tickets

£175 (The Society of Photographers members receive 20% off code)

**Ticket price includes:** Packed Lunch: drink, sandwich, crisps, fruit, chocolate and salad.

**9:00-10:00 – Fiona Elizabeth**  
Mastering Your Brand & The 7 P's of Marketing



**10:30-11:30 – Victoria Amrose**  
Blogging for Photographers: Why It Still Matters



**12:00-13:00 – Gillian Devine**  
ChatGPT for Photographers: Using AI to Save Time and Supercharge Your Marketing



**13:45-14:45 – Abi Lewis-Savage and Kristie Lewis**  
How to Elevate Your Client Experience and Your Average Spend



**15:00-15:30 – Ian Martindale**  
Finding Opportunities: Using Business Data to Drive More Sales



**15:45-16:45 – Debbie Bedford**  
The Yes Code:  
Unlocking Easier Sales



**17:00-18:00 – Nick Church**  
Taking the Leap into  
'The Death Zone'



**Secure Your Spot Now >>>**

**[thesocieties.net/convention/business-school/](https://thesocieties.net/convention/business-school/)**





0333 212 3914



Trustpilot



Rated Excellent



# Drive More Sales

with interest-free instalments



Flexible Agreement  
Length (2-12 months)



No set up fees



Up to £5,000  
per customer



30 day rolling contract



The Society  
of Photographers

**Joining Offer – Enjoy 18 months  
of Professional Membership for  
the price of 12!**

Join The Society of Photographers today and take advantage of our Benefits of Membership including **mentoring, webinars, networking, competitions, saving money** and much more!

Connect with some of the best photographic minds in the business, network with like-minded individuals who are there to help, advise and support your photographic journey.

**Enjoy 18 months of Professional Membership for the price of 12!**



<https://thesocieties.net/18for12/>

**Check out the benefits  
of membership**

Scan the QR code



# Masterclasses

## Wednesday

### Rachel Sloan

**The Power of Props – Beds, Buckets and Bowls in Newborn Photography**



Award-winning newborn photographer Rachel Sloan presents a practical and inspiring session on how to make the most of three timeless newborn props: beds, buckets and bowls. Rather than relying on an ever-growing collection, Rachel demonstrates how a

small number of well-chosen items can produce a wide variety of safe, artistic and sellable images. With newborn safety at the core of her approach, she explains how to pose babies—awake or asleep—comfortably and securely in each prop type.

Rachel will share adaptable posing techniques suited to minimalist, classic or styled setups, along with guidance on angles, lighting and prop styling to elevate each shot. She also offers tips on working with siblings and even pets to create cohesive, family-centred galleries. Attendees will leave with the confidence to maximise the potential of their existing props, reduce unnecessary spending and create consistent, competition-ready work that stands out in today's newborn photography market.

**Time:** 09:30–11:00  
**Where:** Bouzy

### Stefanie Blochwitz

**The Soul in the Frame – Creating Portraits that Truly Reflect Your Client**



As AI transforms the creative landscape, Swiss photographer Stefanie Blochwitz champions something technology can't replicate: genuine human connection. In this emotionally intelligent, future-focused masterclass, she introduces her

mindful, heart-centred approach to portrait and boudoir photography—an approach that helps clients feel truly seen. Combining intuitive communication, emotional sensitivity and intentional preparation, Stefanie creates sessions where authenticity and transformation can unfold, leaving a lasting impact on both photographer and client.

More than a creative style, Stefanie's method is a strategic advantage. In a market saturated with automation and filters, photographers who can cultivate deep trust, emotional safety and real presence will stand out.

Attendees will learn how to build emotional trust, hold space for vulnerability, and guide clients—private or commercial—to show up as their true selves, while positioning this approach as a defining element of their brand. This session equips photographers to offer not just images, but soul-touching experiences that foster loyalty and elevate their work beyond the reach of AI.

**Time:** 09:30–11:00  
**Where:** Chalon

### Fabrizia Costa

**From Idea to Impact: How Personal Projects (and Passion) Build Real Visibility**



Photographer and creative mentor Fabrizia Costa believes personal projects are far more than creative play—they're one of the most effective ways to build visibility, credibility and a memorable brand voice. In this inspiring and practical

session, she shares how intentional personal work has transformed her own career and those of countless photographers she has guided. Drawing on her experience of creating and publishing a full-colour book in just a few weeks, Fabrizia demonstrates how to turn creative ideas into structured, strategic projects that attract the right audience.

This class goes beyond trend-driven creativity, focusing instead on purposeful storytelling and career alignment. Attendees will learn how to choose projects that reflect their goals and values, maintain momentum, stay accountable and complete meaningful work. Fabrizia also reveals how personal projects can become powerful marketing tools—high-converting portfolio pieces, media features and visibility boosters. This session will reignite creative focus and help photographers make their best work truly happen.

**Time:** 09:30–11:00  
**Where:** Epernay

### Ross Grieve

**Street Photography – Walk and Talk**



Join Ross Grieve FSWPP for an immersive, hands-on journey into the world of street photography. In this dynamic masterclass and photowalk, Ross guides attendees through the art of seeing, anticipating

and capturing life as it unfolds. He demonstrates how he approaches a scene, responds to light, and composes intuitively to build compelling visual stories from everyday moments.

This is not a classroom-based session—it's real-world, on-the-street experience. With camera in hand, participants will learn how to move with intention, blend into their surroundings and confidently photograph in public spaces. Ross offers live demonstrations, personal insights and individual feedback throughout the walk, with the option to conclude back at the venue or a nearby bar for image review and discussion.

Attendees will gain practical tips on timing, composition and storytelling, insights into Ross's creative process and gear setup, and renewed visual awareness. Perfect for beginners and seasoned photographers alike.

**Time:** 09:30–11:00  
**Where:** Reims

### Stuart Wood

**Luxury Wedding Looks, Real Clients: The Art of Selling Elegance and Mastering the Style That Sells**



With a career built on photographing people at their most polished and authentic, Stuart is known for his refined editorial style and his work across luxury weddings worldwide. From intimate château ceremonies to

lavish destination celebrations, his imagery blends timeless elegance with a modern edge, attracting discerning clients seeking sophistication and storytelling.

In this Masterclass, Stuart reveals how to create premium visuals that captivate clients and command higher fees. He explores how to design a signature lighting style for luxury settings, sculpt light to flatter couture bridalwear and upscale venues, and deliver fashion-editorial quality even in unpredictable environments. He also shares how to turn ordinary moments into cinematic, emotionally resonant images through styling, posing and narrative-led techniques.

Stuart also covers the business of luxury—leveraging aesthetics to increase perceived value, pricing and packaging high-end services, and refining post-production with rich, understated grading. This session equips photographers to create wedding imagery that truly resonates—and sells.

**Time:** 11:30–13:00  
**Where:** Bouzy

### Julietta Arden-Taylor

**A Step-by-Step Guide to Creating Powerful Brand Photoshoots**



Brand photographer Julietta Arden-Taylor presents a practical, workflow-focused masterclass to help photographers plan and deliver high-impact brand shoots with confidence. Drawing on her

extensive experience with coaches, creatives, therapists and corporate clients, Julietta breaks down her proven process—from the first discovery call to final image delivery.

She demonstrates how to use brand strategy, mood boards and AI-assisted shot lists to align visuals with client goals, and how to run planning calls that build trust and set expectations. Julietta also covers selecting locations and props that reflect a brand's identity, and creating a smooth, professional yet relaxed shoot-day experience.

Attendees will learn how to craft cohesive brand stories, deliver galleries that convert, and build repeat business through consistent client satisfaction. The session includes a live walkthrough of Julietta's signature planning template, giving participants an actionable roadmap for their next brand shoot.

**Time:** 11:30–13:00  
**Where:** Chalon



# Masterclasses

## Wednesday

### John Nassari

#### Beyond the Lens: Navigating AI Disruption in Photography



When a long-standing yacht client replaced an entire campaign with AI-generated imagery, it marked a turning point: synthetic visuals are no longer a future threat—they're

reshaping the industry now. In this forward-looking session, the speaker examines how brands and agencies are shifting to AI for speed, scale and cost efficiency, hiring prompt engineers instead of photographers, and producing everything from luxury campaigns to corporate headshots without ever picking up a camera.

But this talk is not about fear—it's about opportunity. The session explores how photographers can evolve into hybrid creative roles, combining artistic vision with AI workflows, consulting on brand identity and storytelling, and leveraging uniquely human strengths: authenticity, emotional intelligence and trust.

Attendees will learn how to elevate AI outputs with retouching expertise, advise clients on maintaining visual consistency, and blend real and synthetic imagery in ways that enhance both. AI is rewriting the rules, but photographers who adapt can help lead the next chapter.

Time: 11:30–13:00

Where: Epernay

### Emma Dunham

#### Food Photography 101: Build the Set (Step by Step, Bite by Bite)



Ever wondered how food photographers create images that look good enough to eat? In this accessible, behind-the-scenes session, Emma

Dunham breaks down the process step by step, showing attendees exactly how a professional food image is built from scratch. With a focus on simple, repeatable techniques, Emma demonstrates how to transform an ordinary dish into a scroll-stopping photograph—whether shooting at home or working on a client brief.

There's no technical jargon or overcomplicated setups. Instead, Emma offers a clear, creative walkthrough of lighting, angles and styling, exploring how natural or artificial light can bring food to life, which angles best suit different dishes, and how backdrops, surfaces and props can elevate a shot. She also highlights common mistakes and how to fix them, plus the small finishing touches that create mood and storytelling.

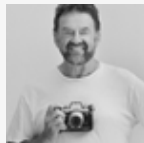
Ideal for beginners or photographers refreshing their fundamentals, this session provides a confidence-boosting approach to producing strong, professional food imagery from any workspace.

Time: 11:30–13:00

Where: Reims

### Bjorn Thomassen

#### Social and Commercial Portraiture



With more than three decades of experience, Bjorn offers a wealth of insight into the creative and rewarding world of photographing people. In this practical and reflective session, he explores both social

and commercial portraiture, demonstrating that a traditional studio is not always essential and showcasing alternative approaches that suit a variety of clients and environments.

Bjorn discusses how intentionally shaping his career—focusing only on the work he enjoys and limiting his schedule to around thirty hours per week—has contributed to both long-term satisfaction and financial stability. Attendees will gain an understanding of pricing strategies, enquiry conversion, and the balance between technical skill and artistic expression. He covers lighting, posing, composition and camera craft, while emphasising how emotional content can elevate any portrait.

The session also highlights the differences and shared pleasures between social and commercial work. Ideal for established photographers and newcomers alike, this talk provides actionable strategies for building a fulfilling, profitable portrait practice.

Time: 14:00–15:30

Where: Bouzy

### Therese Asplund

#### Different Light, Different Character – Basic Studio Lighting for Portraits



Photographer Therese Asplund invites attendees to explore the art of studio lighting through three of her favourite and most relied-upon setups. These versatile foundations form the backbone of her portrait work, offering consistency, elegance and

endless creative potential across styles ranging from classic portraiture to fashion and fine art.

Designed for both beginners and experienced photographers, this hands-on class provides a clear, approachable framework for understanding light. Therese demonstrates how simple tools and thoughtful positioning can create flattering, dynamic and mood-rich portraits, helping participants build confidence and control in the studio. Her teaching style emphasises strong visual sensibility and practical application, making complex lighting principles easy to understand and implement.

Attendees will gain insight into how Therese shapes light to bring out the best in every subject, and how these three setups can be adapted to suit a wide variety of concepts and clients. An ideal session for anyone ready to elevate their studio work.

Time: 14:00–15:30

Where: Chalon

### Christopher Hall

#### Beyond the Photograph – Using Images and Stories to Inform Change



In this engaging and thought-provoking session, speaker, mentor and photographer Christopher James Hall explores how photography can move beyond documentation to become a catalyst for meaningful dialogue and

systemic change. Drawing on real-life projects and personal experience, he demonstrates the powerful impact of pairing images with personal stories—an approach that can be validating and empowering for individuals while offering organisations deep qualitative insight that traditional surveys cannot capture.

Christopher outlines how to structure these conversations ethically and sensitively, ensuring participants feel respected, supported and in control of their narratives. He also shares practical guidance on gathering insight, presenting work effectively in exhibitions and publications, and using visual storytelling within strategic reports to influence decision-making.

Ideal for those working in the arts, public sector, frontline services or community development, this session equips attendees with tools to ensure that the voices they collect are not only heard but meaningfully acted upon.

Time: 14:00–15:30

Where: Epernay

### Richard Bradbury

#### How to Become a Successful Child Portrait Photographer



With more than 35 years of national and international experience, Richard Bradbury has built one of the UK's most successful high-end child portrait businesses. As the author of *Rich Photographer*

*Poor Photographer* and *Mastering Child Portrait Photography*, he brings a wealth of knowledge to this practical and engaging session, where he shares the secrets behind his enduring success—and how photographers can achieve similar results.

Richard takes attendees behind the scenes of The Children of London, his long-running and widely recognised portrait project. He explores posing, lighting and post-production, while delving into the subtle psychology of working with children and parents in a way that builds trust and results in irresistible portraits.

Participants will learn strategies for managing shy, mischievous or energetic children, handling challenging locations and weather, and creating images that consistently drive sales. This is a comprehensive masterclass in child portraiture—combining creative techniques with proven business insight.

Time: 14:00–15:30

Where: Reims

# Masterclasses

## Wednesday

### Chantal Storrs-Barbor

#### A Professional's Guide to Posing



This dynamic Posing Mastery Masterclass is designed for both professional and aspiring photographers who want to elevate the way they direct and photograph their subjects. The session explores expert techniques for crafting flattering poses, guiding with confidence, and building compositions that enhance emotion, form and storytelling.

Attendees will learn how subtle gestures, body language and intentional positioning can transform an image, helping subjects appear natural, empowered and expressive. The class also covers how to adapt posing approaches for different personalities, body types and creative styles, ensuring every portrait feels authentic and visually striking.

Whether refining your portrait workflow or building foundational skills, this masterclass provides practical guidance that can be applied to any genre—from studio portraits to on-location sessions. Photographers will leave with the confidence and tools to turn any shoot into a polished, professional-looking set of images that strengthens both their portfolio and client satisfaction.

**Time:** 16:00–17:30  
**Where:** Bouzy

### Peter Morgan

#### Headshots with IMPACT: The Essential Elements to Capturing Character



This practical and insightful masterclass is designed for photographers ready to move beyond basic portraits and create headshots that connect, convert and truly stand out. The speaker demonstrates how to put clients at ease—whether confident professionals, anxious actors or those who “hate having their photo taken”—using proven techniques that build trust and draw out genuine expression.

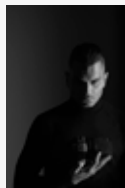
Attendees will explore the psychology behind compelling portraits and how subtle adjustments in communication, environment and direction can dramatically elevate results. The session also covers essential gear choices, revealing how lenses, depth of field and compression can become powerful creative tools.

Participants will see lighting setups ranging from one to three lights using softboxes, learning how to shape shadows to sculpt the face, define character and evoke emotion. With practical posing guidance and tips for working with different personality types, photographers will leave equipped not only to shoot technically strong headshots, but to capture authentic human essence.

**Time:** 16:00–17:30  
**Where:** Chalon

### Sanjay Jogia

#### The Kinetics of Beauty



In this dynamic 90-minute masterclass, internationally acclaimed photographer and “Portrait Architect” Sanjay Jogia reveals his signature approach to crafting luminous, emotionally charged portraits through intuitive posing and refined control of light. Sanjay guides attendees in how to “read” light in any environment and shape it with purpose—whether working with natural light, strobes or more complex multi-light setups.

He demonstrates how to refine body language for elegance and strength, directing subjects into poses that feel natural, flow beautifully and flatter universally. With behind-the-scenes insights, live demonstrations and detailed lighting diagrams, Sanjay demystifies even advanced techniques, making them both accessible and creatively inspiring.

From subtle gestures to bold, sculptural poses, this session blends technical precision with artistic instinct. Ideal for wedding, fashion and editorial portrait photographers, attendees will leave equipped to direct with confidence, see light differently and create portraits with poetic precision and visual impact.

**Time:** 16:00–17:30  
**Where:** Epernay

### Terry Donnelly

#### So You Want to Be a Sports Photographer?



Sports photography is fast, exhilarating and technically demanding, and in this practical masterclass Terry Donnelly lifts the curtain on what it's really like to work at a professional level. With extensive experience covering Premier League and Champions League football—as well as rugby, motorsport and gymnastics—Terry offers a no-nonsense look at the expectations, pressures and opportunities within the industry.

Attendees will learn how to navigate working environments, follow professional etiquette and interpret client briefs successfully. Terry breaks down camera and lens choices, key exposure and shutter speed techniques, and how to freeze action or create dynamic motion blur. He also shares his efficient workflow for editing, captioning and delivering images to agencies and clients, including how to broadcast images during live events.

Packed with first-hand experience and actionable guidance, this session is ideal for photographers looking to break into sports photography or elevate their current work to a professional standard.

**Time:** 16:00–17:30  
**Where:** Reims

# Masterclasses

## Thursday

### Stuart Wood

#### Lighting That Sells: The Art, Psychology, and Profit Power of Light



In today's saturated photography market, great lighting is more than technical competence—it's a value amplifier. In this compelling masterclass, the speaker reveals how intentional lighting can transform images from “technically correct” to commercially magnetic, strengthening brand perception, emotional impact and pricing power. Attendees will discover how purposeful lighting creates photographs that clients view not merely as pictures, but as assets.

Whether working in portraits, fashion, weddings or commercial assignments, photographers will learn how to light with clarity and intent, developing a signature style that commands higher fees. The session explores why lighting is often the first signal of expertise, how confident lighting builds trust with high-end clients, and how mood, narrative and style influence purchasing decisions.

Participants will leave with practical insights into elevating their work, creating atmosphere and shaping visual storytelling. Perfect for photographers who feel their images lack punch, this class provides the tools to light with authority—and sell with confidence.

**Time:** 09:00–10:30  
**Where:** Bouzy

### Stefanie Blochwitz

#### Next Level Photography – Smart AI Tools That Save Time and Elevate Your Work



Artificial Intelligence isn't the future—it's already reshaping the way photographers work. In this practical and hands-on masterclass, Swiss photographer and mentor Stefanie Blochwitz offers a clear, structured overview of the AI tools that genuinely make a difference in day-to-day workflow. Cutting through the noise, she focuses on the most effective solutions for editing, culling and workflow optimisation, helping photographers stay efficient without losing their creative voice.

Designed for professionals who want to save time in post-production while maintaining stylistic consistency, the session is packed with real-world examples from Stefanie's own process, plus honest advice on what works, what doesn't and what to avoid.

Attendees will discover curated AI tools for image selection, editing and organisation; strategies to reduce editing time without sacrificing quality; and practical methods for testing and integrating new technologies without overwhelm.

Photographers will leave with clarity, confidence and a streamlined workflow—letting AI support their creativity, not overtake it.

**Time:** 09:00–10:30  
**Where:** Chalon



# Masterclasses

## Thursday

### Abigail Lewis-Savage & Kristie Lewis

#### Marketing Your Photography Business When the Algorithm Hates You



If you're posting, hashtagging and creating reels only to hear crickets, you're not alone. In this refreshingly honest and practical session, Abigail and Kristie of Abigail Lewis Photography reveal

how they built a thriving photography business without going viral—or even getting much reach at all. Instead of chasing likes, they turned their focus to what actually brings in clients: SEO, Pinterest, lead magnets and showing up where ideal clients are already searching.

The duo pull back the curtain on their real marketing strategy, sharing what works, what doesn't and why relying solely on social media is a trap many photographers fall into.

Perfect for anyone feeling algorithm burnout, this session offers tangible, repeatable actions to grow your business without depending on unpredictable platforms. Attendees will leave with renewed clarity, client-focused marketing tools and a reminder that visibility alone isn't what builds a business—strategy does.

**Time:** 09:00–10:30  
**Where:** Epernay

### Paul Wilkinson

#### AI & The Modern Photographer: Edit Faster, Market Smarter, Stay Human



AI isn't coming—it's already transforming every corner of the photographic world. In this practical, demo-led masterclass, full-time portrait photographer and Neural Networks PhD Paul Wilkinson guides attendees through the rapidly evolving AI

landscape, focusing on real-world tools that genuinely streamline a busy studio workflow. This isn't abstract tech theory—it's grounded in the daily realities of running a creative business.

Paul introduces AI solutions for intelligent culling, ethical retouching, smart social media scheduling, client nurturing and automated marketing that still sounds human. He shares his own studio-tested workflows, highlighting which tools are worth the investment, where the pitfalls lie and how to integrate AI without compromising creativity or client trust.

Designed for photographers who want to work more efficiently while staying authentically human, this session reveals how AI can remove the grind, free up mental space and make your business smoother, smarter and more profitable. Includes live demos, downloadable tools and an open Q&A.

**Time:** 09:00–10:30  
**Where:** Reims

### Rachel Sloan

#### Home Sweet Studio – The Realities of Running a Photography Business from Home



Professional maternity and newborn photographer Rachel Sloan shares insights from more than a decade of running a thriving home studio. In this practical and honest session, she explores both the advantages and the challenges of working from home, offering real-world advice for photographers looking to refine—or transition to—a home-based business model.

Rachel discusses how to maintain work–life boundaries, create a professional impression and make the most of limited space without compromising quality. Attendees will learn how to set and manage client expectations from the moment of booking, ensuring every family enjoys a polished, high-end experience.

The session covers smart equipment and layout choices for compact spaces, optimising lighting in small studios and creating a smooth client flow in and out of the home. Rachel also shares tips on diary management, balancing family life and navigating client demands with ease.

Perfect for photographers seeking a streamlined, profitable home studio setup rooted in thoughtful planning and strong communication.

**Time:** 11:30–13:00  
**Where:** Bouzy

### Chris Denner

#### Unapologetically Me



Fads come and go, and in an industry overflowing with stylistic trends, it can be difficult—sometimes disheartening—for photographers to stay connected to their true creative identity. In this refreshingly honest and often

humorous session, the speaker challenges the trend-chasing culture of modern wedding photography and invites attendees to explore a more authentic, artist-led approach to their work.

Grounded in the belief that powerful wedding imagery comes from individuality rather than imitation, this talk encourages photographers to move beyond what is fashionable and reconnect with who they are as artists. The session offers inspiration, perspective and a reminder that genuine storytelling will always outlast temporary styles.

Perfect for photographers who feel uninspired by the “same old” trends, this talk provides a space to rethink creative direction, rediscover personal voice and embrace a more meaningful, distinctive approach to wedding photography. And yes—there will likely be humour... or maybe not. Show up and find out.

**Time:** 11:30–13:00  
**Where:** Chalon

### Julietta Arden-Taylor

#### From Families to Brands: How I Successfully Pivoted My Photography Business



In this honest and inspiring 90-minute masterclass, brand photographer Julietta Arden-Taylor shares her personal journey of transitioning from family photography to building a thriving, recurring-revenue brand photography business. Perfect for photographers looking to diversify, reignite their passion or realign their business with their lifestyle, this session blends storytelling with practical, actionable insight.

Julietta reveals how launching a brand photography membership transformed her workflow, income and creative fulfilment. She discusses the real challenges behind the pivot—from mindset shifts and redefining her niche to marketing to a new audience and putting systems in place to grow without burnout. She also unpacks the development of The Brand Tribe, her new brand photography business, and how she streamlined her shoot process while delivering consistent value.

Attendees will gain clarity on what's involved in moving into brand photography, learn how to build recurring income, understand positioning for a new market and leave with renewed confidence to evolve their own offering.

**Time:** 11:30–13:00  
**Where:** Epernay

### Ian Cook

#### Capture That Winning Moment



In this fast-paced and informative session, attendees will discover what it truly takes to capture dynamic action with professional precision. The speaker breaks down the essential techniques used by sports

and press photographers to freeze fast-moving subjects, anticipate decisive moments and produce impactful images under pressure.

Beyond the camera work, the session explores the full workflow demanded by today's media landscape. Participants will learn how images are selected, edited, captioned and transmitted to newspapers, agencies and online outlets—often within minutes of being captured. The talk highlights the technical and organisational skills required to work efficiently on tight deadlines, as well as the importance of accuracy, speed and storytelling in press photography.

Ideal for those aspiring to enter sports or editorial work, this session provides a clear, practical introduction to the craft, offering real-world insight into both the creative and logistical demands of professional action photography.

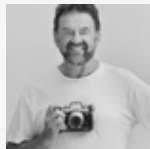
**Time:** 11:30–13:00  
**Where:** Reims

# Masterclasses

## Thursday

### Bjorn Thomassen

#### Outdoor Environmental Portraiture



Outdoor environmental portraiture has long been one of Bjorn's greatest passions, blending artistic exploration with strong commercial potential. Often created during scenic hikes and location-based

sessions, this genre offers both a physically and mentally rewarding experience—along with unique creative opportunities. With weather and conditions rarely behaving as predicted, Bjorn shares the adaptable strategies that have kept his success rates consistently high throughout his career.

In this practical and engaging session, attendees will learn how to use lighting effectively in a wide range of outdoor environments, adopt minimal-equipment approaches for portability and flexibility, and apply essential camera craft for environmental portraiture. Bjorn also highlights the interpersonal skills that elevate on-location work, including communication, direction and the art of posing. Composition techniques are explored to ensure every image tells a compelling visual story.

Packed with real-world examples, this session equips photographers to create stunning, story-led outdoor portraits—whether for profit or creative exploration.

Time: 14:30–16:00  
Where: Bouzy

### Victoria Amrose

#### How to Attract Your Dream Wedding Clients



Wedding photographer Victoria Amrose reveals her proven strategies for attracting the clients you most want to work with. More than simply taking beautiful photographs, Victoria emphasises the importance of building a brand that truly resonates with your

ideal couples. In this insightful and practical session, she guides attendees through defining their target client, crafting a compelling brand message and confidently showcasing a unique photographic style in a highly competitive market.

Victoria shares how to leverage social media with purpose, optimise your website for connection and conversion, and harness the power of client referrals to build a magnetic presence that draws in the right people. She also explores how alignment between brand, personality and portfolio leads to stronger client relationships and more fulfilling work.

Perfect for both new and established photographers, this session equips attendees with the tools, strategies and confidence to build a business that reflects their creative vision—and attracts couples who genuinely value what they do.

Time: 14:30–16:00  
Where: Chalon

### Gillian Devine

#### Recurring Monthly Revenue with Brand Photography



Brand photography is one of the most profitable and sustainable genres in the industry—and Gillian Devine is proof. In this inspiring, results-driven masterclass, Gillian shares how photographers

can build recurring monthly revenue, attract premium business clients and create a career with greater income, balance and joy. Drawing on her experience mentoring photographers who now enjoy consistent £4k–£7k months, Gillian demonstrates how brand photography can be launched alongside existing genres or developed into a fully specialised, high-end business.

Attendees will gain clarity on what brand photography is, who the clients are and how to reach them using the most effective marketing strategies. Gillian breaks down confident pricing, profitable packages, and how to scale into a premium service—plus the systems that support long-term recurring revenue.

Packed with real success stories and actionable steps, this session is ideal for photographers ready to grow their income and build a thriving, future-proof photography business in 2026.

Time: 14:30–16:00  
Where: Epernay

### Dave Montizambert

#### Lighting for Posing, Posing for Lighting



Ever achieved the perfect pose only to find the lighting falls short? International lighting expert Dave Montizambert believes posing and lighting are inseparable—and in

this transformative masterclass, he shows photographers exactly how to unite the two for exceptional results. Dave demonstrates how to pose women and men with intention, shaping the human form while designing light that enhances curves, muscle, structure and style, whether in the studio or using available light.

Attendees will explore the relationship between pose and illumination, learning how to control the quality, quantity and direction of light, create slimming effects, and handle challenging scenarios such as white-on-white setups with full subject separation. Dave also covers pre-planning during location scouting and effective posing techniques when limited to natural light.

Featuring Dave's signature lighting diagrams, buildup images and clear step-by-step demonstrations, this masterclass equips photographers with the confidence to move beyond formulas and approach every shoot with creativity, precision and fearlessness.

Time: 14:30–16:00  
Where: Reims

### Damian McGillicuddy

#### Elevating Your Social Media Presence Through Cinematic Lighting



In today's fast-moving feeds, good photography alone isn't always enough—what truly stops the scroll is cinematic lighting with

the mood, depth and atmosphere of the big screen. In this dynamic workshop, the speaker shows photographers how to borrow practical techniques from the film industry to elevate their social content, transforming everyday posts into striking, emotionally resonant visuals.

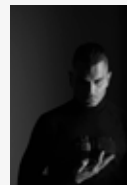
Attendees will learn how to shape light for impact, create atmosphere that enhances storytelling and apply simple, achievable methods suited to platforms like Instagram, TikTok and beyond. The session focuses on accessible, real-world approaches that add professional polish without the need for complex gear or large setups.

Perfect for photographers who want their online presence to feel intentional, compelling and unforgettable, this class equips creatives with the lighting skills needed to stand out in a crowded digital landscape—boosting engagement, shareability and brand impact through cinematic style.

Time: 17:00–18:30  
Where: Bouzy

### Sanjay Jogia

#### Colour Flow: Print What You See



In this comprehensive 90-minute masterclass, attendees will discover how to achieve true colour accuracy from camera to final print. The speaker demystifies colour management as not just a technical task, but a vital part of ensuring that an artist's creative vision is reproduced faithfully across every stage of the workflow.

Participants will be guided step by step through the complete process: setting up camera profiles, managing white balance, calibrating monitors, soft proofing and producing professional-quality prints. Using an Eizo ColorEdge monitor, a Canon professional printer and Canson Infinity fine art papers, the entire workflow is demonstrated in real time for complete clarity.

The session also covers maintaining visual consistency across devices, understanding ICC profiles and avoiding common pitfalls that lead to colour shifts or disappointing prints. Ideal for photographers frustrated by mismatched screen-to-print results, this masterclass provides the knowledge and confidence to take full control—ensuring every image is printed with precision, accuracy and finesse.

Time: 17:00–18:30  
Where: Chalon

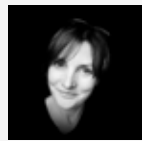


# Masterclasses

## Thursday

### Fiona Elizabeth

#### Build Your 2026 Marketing Plan



If you're ready to stop procrastinating and start planning with purpose, this interactive workshop provides the structure and clarity you need to map out your entire

2026 marketing strategy. Guided by the 7 P's framework, the speaker helps attendees develop a focused, sustainable approach tailored specifically to their photography business—no scattergun tactics, no guesswork, just clear strategic thinking.

Throughout the session, participants will work through practical exercises designed to clarify goals, identify ideal clients, refine messaging and choose the most effective marketing channels for consistent bookings. The workshop balances insight with action, ensuring every attendee leaves with a fully formed, step-by-step marketing roadmap for 2026/27.

Perfect for photographers looking to grow their brand, boost visibility and create a dependable flow of clients, this session delivers the tools, direction and confidence needed to move into the next year with intention—and a plan built to succeed.

Time: 17:00–18:30

Where: Epernay

### Peter Morgan

#### Lightroom Classic: The Masterclass You Didn't Know You Needed



Ready to finally take control of Lightroom Classic—and enjoy the process? This practical masterclass is designed for both beginners and experienced users who suspect they're only scratching the surface of what Lightroom can do. The speaker guides attendees through the

complete workflow, from smart importing and efficient organisation to flawless editing and professional exporting.

Participants will uncover hidden tools, powerful shortcuts and clever catalogue strategies that streamline workflow while keeping images safe, searchable and logically structured. The session also covers how to optimise Lightroom for maximum performance, avoid common mistakes and implement storage solutions that protect your work—no technical background required.

Packed with practical demonstrations and “aha” moments, this isn't a dry software lecture but a confidence-boosting deep dive that transforms how photographers work day to day. Perfect for anyone serious about improving their editing speed, consistency and creative control.

Time: 17:00–18:30

Where: Reims

# Masterclasses

## Friday

### Gurvir Johal

#### Shoot Less, Earn More: Mastering the Art of Wedding Album Design & Upsell



Tired of spending endless hours designing wedding albums? Internationally renowned wedding photographer Gurvir Johal transforms the process in this game-changing masterclass, revealing how he creates stunning, story-driven 110-page albums in under 45 minutes.

Gurvir demonstrates his dynamic workflow using cutting-edge software and online proofing tools, showing photographers how to streamline album creation, eliminate tedious manual design and dramatically increase efficiency.

But the real power of this session lies in Gurvir's proven sales system. He breaks down the exact strategies that consistently generate high-ticket album upsells—often £3,750 per client, with some reaching £8,500. Attendees will learn smart pricing structures, compelling sales techniques and a step-by-step approach to confidently boosting profits without added pressure or complexity.

Photographers who have implemented Gurvir's methods have increased album revenue by over 500%. Whether you're new to albums or ready to scale, this masterclass equips you to design faster, sell bigger and elevate your business with ease.

Time: 09:00–10:30

Where: Bouzy

### Paul Wilkinson

#### The One-Light Portrait: Speedlight Simplicity That Works



Speedlights are powerful tools—until confusing menus, inconsistent output and flat, unflattering results make photographers avoid them altogether. In this stripped-back, practical masterclass, portrait photographer Paul

Wilkinson demonstrates how a single speedlight can create clean, flattering and beautifully consistent portraits in almost any environment.

Paul walks attendees through the setups that genuinely work—bounce flash, direct flash, umbrellas, diffusion and bare-bulb drama—explaining not only how to use each technique, but why. The session also demystifies exposure, covering how to balance flash with ambient light, what to meter (if anything) and how to trust your eyes over the histogram to achieve reliable results every time.

With clear examples, exposure breakdowns and repeatable setups suitable for weddings, studio sessions or living-room portraits, participants will leave with the confidence to use a speedlight creatively and effectively. This is speedlight mastery made simple—minimal fuss, maximum impact.

Time: 09:00–10:30

Where: Chalon

### Jennifer Stitt

#### Level Up Your AI Workflow – The Ultimate Social Media Hack



Ready to take your social media to the next level? In this engaging and practical session, creative strategist and AI expert Jen shows photographers, content creators and entrepreneurs how to harness the power of AI to save time, reduce stress and produce scroll-

stopping content that speaks directly to their audience. Designed for busy creatives juggling multiple demands, this masterclass transforms the way you work online.

Jen demonstrates how to generate on-brand captions, ideas and polished posts in minutes, eliminating blank-screen overwhelm and freeing up time to focus on your craft. Attendees will learn how to streamline their workflow by integrating AI tools effectively, create authentic content aligned with their voice and visual identity, and boost productivity without sacrificing quality.

Perfect for anyone wanting to elevate their online presence, this session offers the ultimate social media hack: work smarter, post better and impress your audience with ease.

Time: 09:00–10:30

Where: Epernay

### Duncan Cauchi

#### Elevating Aerial Imagery – Post-Processing Techniques for Drone Photography



In this practical masterclass, Duncan Cauchi guides attendees through the art of transforming raw drone captures into striking, high-impact imagery. Focusing on the unique challenges of

aerial photography in post-production, he demonstrates how to enhance clarity, balance and atmosphere so your drone shots look polished and professional.

Duncan walks step by step through his editing workflow, sharing practical tips to streamline your process whether you're flying for fun or working with commercial clients. Topics include understanding drone camera limitations, exposure balancing, haze removal, creative colour grading and tonal control, plus best practices for exporting files for both print and digital use.

With live edits, image critiques and an interactive Q&A, this session gives photographers the tools and confidence to elevate their drone work from simple overhead views to compelling, gallery-worthy visuals—taking your aerial photography to the next level.

Time: 09:00–10:30

Where: Reims

# Masterclasses

## Friday

### Khandie Rees

**No One F\*cking Cares (Yet) Because You Aren't Creating for Them**



Too many photographers create work to impress other photographers rather than paying clients. Flawless images, polished retouching and industry applause mean nothing if your inbox is empty. In this direct, hard-

hitting and highly practical masterclass, Khandie Rees exposes the ego-driven creative habits that keep photographers invisible, overlooked and financially stuck.

Khandie breaks down why self-serving marketing fails, how photographers trap themselves in portfolio echo chambers and why chasing perfection often blocks genuine connection. Attendees will learn how to rewrite their marketing to resonate with real clients, shoot with intention and strategy, and build a brand that attracts business—not just likes from other creatives.

This session is a wake-up call for photographers ready to stop hiding behind their craft and start building a sustainable, client-focused business. Expect honesty, clarity and actionable steps to shift from creative stagnation to commercial success.

**Time:** 11:30–13:00

**Where:** Bouzy

### David Stanbury

**From Photographer to Filmmaker – Hybrid Weddings**



Film, stills... or both? In this inspiring masterclass, multi-award-winning wedding photographer David Stanbury shows

how a few strategic changes can empower photographers to deliver exceptional hybrid wedding coverage. Whether you currently shoot stills, film or a mix of the two, David offers clear, achievable methods for integrating both mediums to create a seamless and standout client experience.

Attendees will learn the full process behind David's hybrid workflow—from equipment choices and shooting techniques to presentation, storytelling and post-production. He demonstrates how adopting a hybrid approach can expand your services, increase bookings, boost social media engagement and elevate the overall value you offer clients.

Perfect for photographers and filmmakers alike, this session provides practical, real-world insights into blending motion and still imagery with confidence. If you're ready to evolve your wedding coverage and grow your business through hybrid storytelling, this class is a must.

**Time:** 11:30–13:00

**Where:** Chalon

### Neil Shearer

**Booked by Brands: How to Pitch, Win & Work with Commercial Clients**



Dreaming of shooting for major brands but unsure how to break into the commercial world? This focused 90-minute masterclass offers a clear, actionable roadmap for landing well-paid

commercial work and building a reputation that gets you noticed by agencies and clients alike. The speaker demystifies what brands look for when hiring photographers, how to tailor a portfolio that speaks their language and the confidence-building techniques needed to pitch successfully—even if you're just starting out.

Attendees will learn what to include in a strong pitch deck, how to craft effective outreach emails and how to build authentic professional relationships that lead to repeat commissions. The session also explores practical strategies for creating your own opportunities rather than waiting for them.

Participants will leave with a refined pitch, a clearer direction and the tools needed to begin booking the commercial clients they admire. Perfect for photographers ready to level up their career.

**Time:** 11:30–13:00

**Where:** Epernay

### Gemma Sains

**Macro Magic – Unlocking the Beauty of Taxidermy Insects**



Step into the intricate world of macro photography with double SWPP Fellow Gemma Sains, as she reveals how to uncover the extraordinary beauty found within taxidermy insects. In

this captivating workshop, Gemma guides attendees through the techniques that bring out microscopic detail, from mastering depth of field to achieving razor-sharp focus that makes every texture and pattern stand out.

She shares her expertise on the most effective equipment and accessories for macro work, alongside creative lighting setups designed to enhance colour, structure and fine detail. Whether working in a dedicated studio or a simple tabletop environment, participants will learn how to overcome common challenges such as composition, perspective and maintaining stability.

With practical guidance and an emphasis on artistic interpretation, this session inspires photographers to push the boundaries of their close-up work and create striking, detail-rich macro imagery that reveals a hidden world few get to see.

**Time:** 11:30–13:00

**Where:** Reims

### Martina Wärenfeldt

**Aging Is a Privilege – Celebrating Women Through Portraits That Matter**



Photographing mature women has the power to change lives—and transform your business. In this inspiring and practical seminar, international portrait photographer Martina

Wärenfeldt shares how she

built a powerful, purpose-driven campaign celebrating women aged 40+, challenging beauty norms while creating meaningful, high-value work that clients are proud to invest in.

Martina reveals how emotionally resonant portraits can uplift clients, strengthen community connections and position you as the go-to photographer for impactful, empowering experiences. Through personal stories, behind-the-scenes strategies and real-world case studies, she walks attendees through her six-step action plan for launching a bold, authentic campaign of their own.

Participants will learn how to develop a compelling concept, market with confidence (without feeling pushy), price profitably, attract clients who are ready to invest and create portraits that honour maturity with beauty and strength. Ideal for photographers ready to grow both their impact and their income through emotionally charged, purpose-driven work.

**Time:** 14:30–16:00

**Where:** Bouzy

### Hanna Neret

**Timeless Portraits with Vintage Styling**



For photographers drawn to the elegance and nostalgia of vintage-styled portraiture, this masterclass offers a complete look into Hanna's signature creative process. She guides attendees through every stage

of crafting a timeless portrait—from concept development and styling choices to sourcing authentic props, selecting outfits and building sets that evoke a classical aesthetic.

Hanna also demonstrates how thoughtful post-production completes the look, sharing her editing approach for achieving rich tones, painterly depth and a cohesive vintage feel. With a focus on artistry, detail and intentional craftsmanship, she reveals how to elevate portraits beyond everyday work and create images that captivate both clients and fellow photographers.

Perfect for anyone wanting to develop a more distinctive style, this session provides the inspiration, practical guidance and creative insight needed to produce memorable, museum-worthy portraits with timeless appeal.

**Time:** 14:30–16:00

**Where:** Chalon

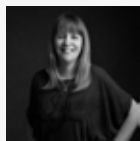


# Masterclasses

## Friday

### Fiona McKean

#### Booked Solid: Building a Sustainable Portrait Business in a Competitive Market



In a world where “every town has too many photographers,” Fiona McKean offers a refreshing, no-fluff perspective on building a thriving and sustainable portrait business. Ideal for

photographers who feel confident behind the camera but struggle with consistent bookings, attracting ideal clients or pricing profitably, this session blends creative insight with practical business strategy.

Drawing on her experience running a successful studio in rural south west Scotland, Fiona shares proven approaches that balance artistic fulfilment with commercial success. Attendees will learn how to craft messaging that resonates with dream clients, create pricing structures that truly reflect their value, and implement simple systems to keep enquiries flowing year-round. She also explores how to increase retention and encourage repeat bookings beyond the one-and-done model.

With her transparent, down-to-earth teaching style, Fiona equips photographers with clarity, confidence and a ready-to-use toolkit for strengthening their business behind the scenes—ensuring bookings become as strong as their portfolio.

Time: 14:30–16:00  
Where: Epernay

### Damian McGillicuddy

#### Diamonds Are a Photographer's Best Friend – Capturing the Sparkle from Concept to Commission



Step behind the scenes of the world's largest diamond seller in this exclusive workshop, where attendees will uncover what it truly takes to create

high-stakes luxury photography campaigns. Following the full journey from concept development through to post-production, the speaker shares rare insights gained from producing five major campaigns—including the launch of an entirely new diamond brand.

With honesty and detail, the session reveals the challenges, pressures and creative problem-solving required to deliver top-tier results under tight deadlines. Attendees will learn how to take a campaign from concept to commission with a high-end brand, navigate the unique expectations of luxury clients and apply techniques that make images sparkle under demanding conditions.

Perfect for photographers aspiring to work with elite brands or elevate their commercial portfolio, this workshop offers practical guidance, insider strategies and the inspiration needed to step into the luxury market with confidence.

Time: 14:30–16:00  
Where: Reims

### Kris Anderson

#### What I Learned About People and Portraiture (While Pretending to Know What I Was Doing)



From complete beginner to internationally awarded portrait photographer, Kris Anderson has gathered countless lessons—some learned from mentors, many discovered through trial and error—that now form the foundation of his portraiture

approach. In this lively and insightful session, Kris shares twenty of the most valuable lessons from his 15-year journey, revealing how he transformed from self-confessed dork to confident, in-demand photographer.

Rather than focusing on gear or technical settings, this masterclass dives into the human side of portraiture: client interactions, setting boundaries, effective communication and creating an atmosphere of trust. Kris illustrates each lesson with real examples from his work—celebrating successes and openly sharing the learning moments that shaped his growth.

Attendees will discover practical ways to develop their own style, build confidence and elevate the client experience. At its core, this session highlights the one essential ingredient behind every powerful portrait: how you connect with the person in front of your lens.

Time: 16:30–18:00  
Where: Bouzy

### Ramon Sammut

#### In Sync with Modern Portraits



Join Ramon for an exclusive masterclass that blends simplicity with innovation in contemporary portrait photography. Designed for photographers who want high-impact results

without complex setups, this session reveals a streamlined approach to shooting and editing portraits using available light, soft LEDs and a refined, modern workflow.

Ramon begins with live on-set demonstrations before guiding attendees step-by-step through adjusting and enhancing lighting in Photoshop, mastering the latest triple-band frequency separation technique and integrating AI tools for natural, polished and visually striking retouching. His clear, practical teaching style makes advanced methods accessible, even for those new to high-end editing.

Every participant receives soft copies and fully layered workflow files to follow along with and revisit later, ensuring the techniques can be applied immediately to personal or client work.

This masterclass is ideal for photographers seeking fresh creative insight, technical precision and a modernised portrait workflow that delivers exceptional results with minimal fuss.

Time: 16:30–18:00  
Where: Chalon

### Dario Righetto

#### If It's Not Printed, It's Not a Photograph! Fine Art Printing for Photography Competitions



Transform your digital images into stunning fine art prints that captivate judges and elevate your work in this essential masterclass with Dario. Ideal for photographers preparing for print

competitions—or anyone wanting to present their work at the highest standard—this session demystifies the entire printmaking process from start to finish.

Dario guides attendees through paper types, ink technologies, print resolution and the fundamentals of colour management, ensuring every nuance of an image is faithfully reproduced. He also covers mounting, matting and framing techniques that enhance visual impact and give prints the professional edge judges look for.

With a clear, practical approach, Dario explains how to choose the right materials, avoid common pitfalls and prepare files for flawless output. By the end of the session, participants will understand why a photograph isn't truly complete until it's printed—and how to produce prints that stand out for all the right reasons.

Time: 16:30–18:00  
Where: Epernay

### Sean Conboy

#### Interior and Architectural Photography



This comprehensive masterclass with Sean offers photographers of all levels a deep dive into the principles and techniques of

architectural and interior photography. Blending creative insight with practical application, Sean explains the importance of camera movements—including tilt and shift—and how they shape perspective, precision and visual impact in this specialised genre.

Attendees will learn how to plan and scout locations, select focal lengths intentionally and use lenses to their full potential. Lighting is a major focus: Sean demonstrates how to harness available light, supplement with flash and light spaces effectively, from intimate rooms to expansive interiors. Techniques are shared for both budget-friendly setups and high-end, highly produced shoots, illustrated with examples from Sean's international commissions.

The session also explores the business side of the industry, covering pricing, portfolio presentation, client communication and strategies for securing commissions. Combining technical mastery with professional insight, this masterclass equips photographers to elevate both their craft and their careers.

Time: 16:30–18:00  
Where: Reims

# Masterclasses

## Saturday

### Sarah Edmunds

#### The “Get It Done” Masterclass



Most photographers know it takes multiple touchpoints before a client books—but between shooting, editing and administration, consistent marketing often falls to the bottom of the list.

In this power-packed masterclass, attendees will learn how to harness AI tools to plan, create and schedule a full year of unique, on-brand content in just a few focused afternoons.

The speaker breaks down how to identify your ideal client, understand their motivations and build a strategic content plan that drives trust, engagement and loyalty—without feeling salesy or inauthentic. You’ll discover how to use AI to streamline blogging, newsletters and social media, all while maintaining a genuine voice that reflects your brand.

By the end of this session, photographers will walk away with a practical, repeatable blueprint for attracting their perfect clients, growing their email list and marketing their business with confidence—minus the overwhelm. Perfect for anyone ready to market smarter, not harder.

**Time:** 09:00–10:30

**Where:** Bouzy

### John Whitmore

#### 10 Quick and Cool Photoshop Tips



From failed background lights to distracting detail, tricky composites and large-scale tattoo removal, Photoshop challenges can quickly eat into your time—and your profit. In this live, practical masterclass,

long-standing convention presenter John (teaching since 2008) shares ten clever Photoshop techniques designed to dramatically speed up your workflow without sacrificing quality.

Through real-time demonstrations, John shows how to correct hi-key lighting issues in minutes, tackle difficult backgrounds, create seamless composites and handle retouching tasks with confidence. Attendees will also uncover lesser-known Photoshop tools and shortcuts that deliver professional results with maximum efficiency.

Perfect for photographers who want to edit smarter, not longer, this session equips you with ten actionable tricks you can implement immediately. You’ll leave with a faster, stronger workflow—and a renewed appreciation for what Photoshop can do for your business.

**Time:** 09:00–10:30

**Where:** Chalon

### Damian McGillicuddy

#### ChatGPT in Photography: Harnessing AI to Supercharge Your Workflow



In today’s fast-paced photography world, efficiency isn’t optional—it’s essential. In this practical, hands-on workshop, attendees

will discover how ChatGPT can function as a powerful AI assistant, helping automate everyday tasks, streamline communication and spark new creative ideas. Rather than replacing personal style or connection, this session shows how AI can support and enhance your existing workflow.

Participants will learn time-saving strategies for using ChatGPT in marketing, client management, planning and even refining editing feedback. The session includes live demonstrations that reveal how AI can help draft emails, generate content, brainstorm concepts and provide clarity during project development—all in a way that still feels authentically “you.”

By the end of the workshop, photographers will leave with actionable tools they can implement immediately, freeing up valuable time, improving efficiency and allowing more space for creativity and business growth. Perfect for anyone ready to work smarter, not harder, with AI.

**Time:** 09:00–10:30

**Where:** Epernay

### Elli Cassidy

#### Frame It: Maternity Sessions Designed for the Wall



Want to create maternity portraits that wow clients and naturally sell themselves as wall art? In this live demonstration masterclass, attendees will learn how to photograph with purpose—

styling, posing and shooting every frame with the final artwork in mind. The session begins with a full start-to-finish maternity shoot, showcasing how to build a modern, cohesive look through thoughtful styling and intentional posing.

Participants will then explore a streamlined editing workflow that unifies the gallery with a signature aesthetic, followed by a practical walkthrough on designing and presenting wall art groupings that convert effectively during in-person sales.

Ideal for photographers new to IPS or those looking to increase their maternity averages, this masterclass provides actionable tools to shoot smarter, edit with intention and confidently sell meaningful artwork clients will treasure for years. A must-attend session for turning maternity sessions into powerful storytelling art—and profitable sales.

**Time:** 09:00–10:30

**Where:** Reims

### Khandie Rees

#### From Imposter to Authority: Owning Your Space in a Saturated Industry



In a photography industry that’s crowded, noisy and relentlessly competitive, many creatives find themselves playing small—questioning their worth, comparing themselves to others and waiting for permission to take

up space. In this empowering seminar, Khandie Rees offers a roadmap for the misfits, underdogs and honest creatives who are ready to step out of imposter syndrome and claim authority in their niche.

Drawing from her own journey—from overlooked photographer to published author, in-demand speaker and outspoken, anti-gatekeeping educator—Khandie demonstrates how to build genuine authority without diluting your personality, softening your voice or conforming to industry expectations. Her approach is bold, practical and refreshingly real.

Attendees will learn how to reposition themselves confidently, communicate with authenticity and cultivate a presence that commands respect. This session is a call to creatives who know they’re capable of more: it’s time to stop hiding, step forward and be seen.

**Time:** 11:30–13:00

**Where:** Bouzy

### Jennifer Stitt

#### Beyond the Lens: The Importance of Post-Processing



Great photography doesn’t end at the shutter—it begins with what happens next. In this inspiring and practical workshop, seasoned wedding photographer Jen reveals how post-processing shapes your creative vision and transforms captured moments into

unforgettable works of art. Blending artistry with technical skill, she guides attendees through the editing techniques that give her images their consistent emotional impact and timeless appeal.

Whether you’re refining foundational skills or ready to explore more advanced approaches, Jen demonstrates how to enhance detail, strengthen mood and bring out the story within each image. She also shares workflow-boosting tips that streamline editing without sacrificing quality, helping photographers deliver polished galleries quickly and confidently.

Perfect for creatives who want to elevate their post-production process, this session balances technical know-how with expressive editing, empowering you to make the most of every frame—and leave a lasting impression on your clients.

**Time:** 11:30–13:00

**Where:** Chalon



# Masterclasses

## Saturday

### Neil Shearer

#### LinkedIn for Photographers – Why You Should Be Using It, and How to Make It Work for You



LinkedIn isn't just for "other people"—it's one of the most powerful and overlooked platforms for photographers who want to connect directly with brands, agencies and the decision-makers who

hire. In this focused 90-minute masterclass, attendees will learn why LinkedIn matters, how it differs from other platforms and how to use it strategically to grow a commercial photography career.

The session covers how to optimise your profile so it speaks clearly to creative directors, marketers and producers; what types of content attract attention; and how to build a meaningful network without feeling awkward or salesy. Participants will discover practical strategies for starting genuine conversations, posting with purpose and turning cold leads into warm opportunities.

Perfect for photographers new to LinkedIn or unsure what to share, this masterclass provides a clear, actionable plan to make LinkedIn work for you—not the other way around. If you're aiming for bigger jobs, this is where decision-makers are already looking.

Time: 11:30–13:00  
Where: Epernay

### Gemma Sains

#### Creating a Miniature Studio on Your Dining Table



Join double SWPP Fellow Gemma Sains for a fun, hands-on workshop that reveals how to transform a simple dining table into a miniature macro studio for photographing taxidermy

insects. Ideal for beginners and enthusiast macro photographers alike, this session offers step-by-step guidance on capturing professional-quality close-up images using minimal space and resources.

Gemma demonstrates essential lighting techniques—using both natural and artificial light—to enhance fine textures, patterns and structural detail. Attendees will also learn expert tips on composition and perspective to create engaging, dynamic images, along with practical methods for safely handling and cleaning delicate specimens.

With her clear, approachable teaching style, Gemma shows how easy it is to set up a small-scale studio at home and achieve impressive results. This workshop will inspire you to get creative, explore the hidden beauty of miniature subjects and build confidence in your macro photography skills.

Time: 11:30–13:00  
Where: Reims

### James Musselwhite

#### The Art of Flash: Building Confidence with Light



Join acclaimed portrait photographer and Elinchrom Ambassador James Musselwhite for a practical, step-by-step workshop that takes the mystery out of flash lighting.

Designed for natural-light photographers wanting to level up and for portrait shooters ready to refine their craft, this session offers the tools and confidence needed to make flash an intuitive part of your creative process.

James demystifies the technical fears that often hold photographers back, showing how to balance flash with ambient light, shape it for flattering results and integrate it seamlessly into your workflow without losing authenticity or stylistic consistency. Through live demonstrations and real-world examples, attendees will learn how to set up gear, choose and use modifiers effectively and create dynamic, dimensional portraits with just a single light source.

By the end of the workshop, participants will not only understand flash—they'll know how to make it work brilliantly for them, elevating their portraits and expanding their creative possibilities.

Time: 14:30–16:00  
Where: Bouzy

### Scott Johnson

#### Power Portraits at Weddings



Bride and groom portraits don't need to be long, drawn-out or time-consuming. Most couples want to spend as little time away from their guests as possible—yet still expect the high-end imagery they hired you for. In this fast-paced masterclass, Scott shares the streamlined

techniques that have earned him a reputation for exceptional speed without sacrificing quality.

Scott demonstrates how no bridal portrait session needs to exceed 30 minutes, revealing his approach to efficient posing, location selection, lighting and composition. Attendees will learn how to work with intention, build trust quickly and create standout portraits under tight time constraints—all while maintaining a calm, professional presence that reassures both couples and coordinators.

Ideal for wedding photographers looking to elevate their portrait efficiency, this session provides practical, repeatable strategies for producing luxury results in record time, ensuring couples get beautiful images without missing a moment of their celebration.

Time: 14:30–16:00  
Where: Chalon

### Fiona McKean

#### Confident, Comfortable, and Profitable – Mastering In-Person Sales for Portrait Photographers



For many portrait photographers, creating beautiful images feels effortless—but selling them can feel intimidating. In this warm, practical and confidence-

boosting session, Fiona McKean demystifies In-Person Sales (IPS) and shows photographers how to transform the ordering appointment into a natural, enjoyable and profitable part of the client journey.

Drawing on her experience running a successful portrait studio, Fiona reveals how she consistently achieves strong sales averages without pushiness or pressure. She guides attendees through every stage of the IPS process: setting expectations early, presenting images with confidence, navigating emotional decision-making and placing the final order with ease.

Photographers will learn how to build an IPS workflow that feels genuine and low-pressure, use key scripts and touchpoints to inspire trust, introduce pricing comfortably and handle objections with clarity. With real-life examples, client scenarios and a full appointment walkthrough, this session equips attendees with a clear structure and renewed confidence—perfect for beginners and seasoned IPS users alike.

Time: 14:30–16:00  
Where: Epernay

### Jessica McGovern

#### How to TikTok (+ Other Short-Form Video)



Short-form video is now the growth engine of Instagram, YouTube and TikTok—and photographers must learn to harness it to stay competitive. In this exclusive masterclass, CIM

Level 6 qualified multi-channel strategic marketer Jessica McGovern shares insider strategies for the first time. With over a decade of experience helping businesses grow—and having built two of her own to six figures before age 27—Jess knows exactly how to make video content work for creatives.

Attendees will learn the key differences between Reels, Shorts and TikTok; how to record high-quality video with the gear they already own; and how to structure, edit and post content that grabs attention. Jess also tackles the realities of social media, from navigating trolls and cancel culture to boosting engagement with the right audience.

Whatever your photography genre, this session will empower you to use short-form video strategically—turning casual scrollers into loyal followers and potential clients.

Time: 14:30–16:00  
Where: Reims

# Masterclasses

## Saturday

### Dave Montizambert

Beyond “Seeing the Light” –  
“Dialled In” Lighting



Imagine walking into any studio or location, setting up your lights exactly as you envisioned and doing it with total confidence. In this in-depth masterclass, international lighting expert Dave Montizambert reveals the “magic touch” behind consistent, creative lighting—empowering photographers to master light rather than fear it.

Dave breaks down the essential concepts that underpin every great lighting setup, including exposure, lighting ratios, and the when, why and how of using modifiers. He explains lighting ratios in clear, approachable language, covering typical starting points, in-camera versus handheld metering, and the difference between incident and reflective readings. Attendees will also learn how to combine measurements for perfect ratios, pre-plan lighting during location scouting and dramatically speed up their setup process.

Supported by Dave’s patented lighting diagrams, build-up slides and step-by-step demos, this masterclass helps photographers move beyond cookie-cutter lighting “recipes” and develop true creative control. After this session, you’ll never fear lighting again.

Time: 16:30–18:00

Where: Bouzy

### Gary Hill

Mistakes to Make in the Studio



In this practical and approachable masterclass, attendees will explore the most common issues that arise in studio photography—and, more importantly, how to fix them before they

happen. From lighting challenges and posing pitfalls to group dynamics and lack of client connection, the session breaks down the typical problems that hold images back and offers clear, actionable solutions.

With a light-hearted and encouraging teaching style, the presenter demonstrates posing mistakes and their corrections, showing exactly how small adjustments in body language or light placement can transform a portrait. Attendees will also learn effective approaches for lighting both individuals and groups, supported by side-by-side examples for maximum clarity.

The session further covers where post-production often goes wrong and how modern software can resolve issues quickly and efficiently. Whether you’re new to studio work or refining your craft, this masterclass will help you avoid common traps, build confidence and create polished, professional studio portraits.

Time: 16:30–18:00

Where: Chalon

### Anthony Milner

LinkedIn & SEO for  
Photographers: Build Visibility,  
Authority, and High-Value  
Clients



Discover how to turn LinkedIn into a powerful business-building tool in this insight-packed session with Anthony Milner. Designed for photographers across all genres, this masterclass shows how LinkedIn and SEO can work together to attract higher-value clients, boost visibility and position you as an industry expert.

Anthony breaks down how LinkedIn’s algorithm works for creatives, the key elements of a high-impact profile and how to create content that performs. Attendees will learn SEO principles tailored for photographers, including how to use keywords, hashtags and content strategy to appear in the right searches and convert views into opportunities.

You’ll also uncover common LinkedIn pitfalls—and how to avoid them—alongside practical techniques for building long-term discoverability without relying on social media trends.

Perfect for photographers wanting to elevate their online presence and future-proof their business.

Time: 16:30–18:00

Where: Epervay

### Marcus Ahmad

The Power of Creative  
Concepts: How to Attract  
Consistent & High-Paying  
Photography Clients



At the heart of this presentation is a simple truth: great photography isn’t just about taking pictures—it’s about creating meaning. This thought-provoking session explores how photographers

can elevate their work by blending creative ideas with cultural awareness, critical thinking and strong technical skills. When these elements align, photographers move beyond delivering images to shaping stories, strengthening brands and helping clients see the best version of themselves.

Attendees will learn how curiosity, intention and continual refinement of craft can transform both artistic output and business direction. The session shows how making space for creativity deepens client connection, builds trust and attracts high-value clients who resonate with your vision.

Whether you’re evolving your style or seeking greater alignment in your business, this presentation offers clarity, inspiration and a framework for building a career that feels purposeful, consistent and uniquely your own.

Time: 16:30–18:00

Where: Reims

## Schedule at a Glance Page 8

The Society of  
Photographers would  
like to thank Elinchrom  
UK for their continued  
support and loan of  
equipment for the  
Convention.



“From the first day I enrolled I was made to feel at ease and instantly part of the community. The feedback, support and help is invaluable to your progression, worth every second.”  
– Martin Robinson

“The Societies is an amazing community for all photographers at all levels. The mentoring, qualifications, competitions and more recently the judging training have all been exceptional. It is a great place to learn and meet amazing photographers that are there to support you through your journey and have some fun along the way.” – Tracey Lund

“Between all the memberships I hold with international photographic organizations, I can confidently say that the Societies is by far my preferred. This is an organization where you really have plenty of opportunities to grow as a photographer. The list of benefits that come along with your membership is long - and on top you get a management team as well as a team of judges consisting of extremely passionate, knowledgeable and inspirational people. The annual Convention will always be on top of my list of priorities to attend - both for the amazing live print judging, the classes, networking and the awards night. Highly recommended to everybody with a camera in their hand !”  
– Ulla Jensen

[thesocieties.net/join](https://thesocieties.net/join)





PortraitPro 24

EXTRA  
SHOW GUIDE  
DISCOUNT

USE CODE:  
**SG26**



# PORTRAITPRO24 OUT NOW

Bring the power of **Generative AI** to your workflow.

Using the latest techniques, PortraitPro 24 has exclusive, custom-made generative AI modules to intelligently enhance specific areas of your portrait.

Fine-tune the strength of enhancements with intuitive sliders, offering a novel approach to creating stunning portraits.

Key new features:

Mouth Inpainting and Teeth Replacer,  
Glasses Reflection Remover, Face Recovery,  
Skin and Hair masks, Improved workflow,  
new Gender and Age detector and more.

"This feature alone (Glasses Reflection Remover) would pay for the upgrade after repairing just a couple of shots spoiled by the reflections in a subject's glasses, mainly in time-saving."

*Professional Imagemaker  
Magazine June-July 2024*



**GET YOUR FREE TRIAL: [ANTHROPICS.COM/PORTRAITPRO](https://anthropics.com/portraitpro)**

See "Upgrades" & "Offers" tabs on site to save extra on Bundles.  
**SG26** Discount also works on LandscapePro and PortraitPro Body.

# Superclasses

## Wednesday

### Damian McGillicuddy

**Studio-Quality Lighting with Minimal Kit:  
Maximize Your Gear, Maximize Your Impact**



Why invest in expensive equipment when outstanding, studio-quality lighting can be achieved with just the essentials? In this workshop, delegates will learn how to master the art of lighting using minimal gear—typically one or two lights paired with simple, effective modifiers. The session demonstrates how to get the most from a small kit, whether working

on location or in confined spaces, empowering photographers to create striking, professional images with ease.

This practical class reveals a range of lighting setups designed to deliver maximum visual impact from minimal equipment. Delegates will explore how to adapt their lighting approach to suit a variety of environments, from tight interiors to outdoor shoots, ensuring they can work confidently and creatively wherever their assignments take them. The workshop also uncovers the key techniques photographers rely on to achieve powerful, polished results using only a handful of core tools, proving that great imagery doesn't require an elaborate setup—just knowledge, skill, and thoughtful control of light.

**Time:** 09:00–13:00

**Where:** St Julien

### Paul Wilkinson

**Ordinary to Extraordinary: Portraits in Crappy Locations**



Let's be honest—not every shoot location is dreamy. Sometimes it's a stairwell, a gloomy car park with a single struggling tree, or a cluttered office foyer where a client cheerfully asks the photographer to "make magic happen." In this energising, hands-on Superclass, Paul Wilkinson demonstrates exactly how to do that by transforming even the most uninspiring environments into engaging, beautiful portraits.

Paul guides delegates through the process of quickly assessing a space, identifying usable light, locating or creating clean backgrounds, and shaping strong compositions. Working with minimal equipment—often just a camera, a single light, and a creative mindset—he shows how to produce confident, polished results even when conditions are far from ideal.

Far from a theoretical session, this workshop is highly practical. Delegates will shoot, experiment, and refine their approach under Paul's expert guidance, gaining a set of repeatable strategies for fast thinking, creative problem-solving, and consistent delivery on any assignment. Participants will leave equipped with techniques that prove compelling imagery can be created anywhere.

Attendees are encouraged to bring a camera, a speedlight if available, and an open, imaginative attitude.

**Time:** 14:00–18:00

**Where:** St Julien

The Society of Photographers would like to thank Elinchrom UK for their continued support and loan of equipment for the Convention.



## Thursday

### Emma Dunham

**Build the Set: Create Hands-On Food Photography with Multiple Styled Scenes**



In this immersive, hands-on food photography Superclass, delegates will roll up their sleeves and take full creative control as they style, shoot, and build multiple sets from the ground up. Working in small groups, participants will design and construct a series of food photography scenes, selecting surfaces and backdrops, shaping the lighting, styling the dishes, and crafting compositions as they go.

The session is ideal for photographers who want to practise real-world techniques in a supportive, collaborative environment and finally bring all the elements of food photography together. Delegates will learn how to plan and build three to four visually distinct sets, choose and combine surfaces and props that work harmoniously, and use natural or artificial light to enhance texture, depth, and mood. They will also explore how to style dishes to convey different stories—whether rustic, modern, bold, or minimal—and how to shoot with purpose through thoughtful angle choices and effective framing.

With live guidance and collaboration mirroring a real production, attendees will leave with polished, portfolio-ready images. All props, backdrops, and equipment are provided; delegates simply need to bring their camera, curiosity, and perhaps an extra bag for any leftover cake.

**Time:** 09:00–13:00

**Where:** St Julien

### Therese Asplund

**Plan, Style, Shoot, Repeat! Fashion Portraits, My Way**



In this four-hour Superclass, photographer Therese Asplund invites delegates to experience a full fashion portrait session from concept to creation. She guides participants through her creative process, exploring how she draws inspiration and transforms ideas into portraits that fuse fashion with fine art. Working together, the group will build two complete looks using unconventional, low-cost materials that few would ever imagine turning into wearable art.

Following a live shoot in which Therese demonstrates her preferred lighting approaches and shares insights into communication and purposeful posing, delegates will have the opportunity to create their own images. The session is designed to spark imagination, offering practical techniques that participants can adapt for classic portraiture, fine art, and even business headshots. It is ideally suited to photographers with some studio experience who are eager to push their creativity further.

Throughout the workshop, Therese emphasises that impactful images do not require elaborate studios, extensive equipment, or high-budget styling. Instead, she encourages photographers to think resourcefully, experiment boldly, and discover how inventive ideas can lead to striking, professional-quality results.

**Time:** 14:00–18:00

**Where:** St Julien

If you are looking for a more hands-on experience without having to fight the crowds, then Superclasses are for you.

Limited to just 15 delegates these informative and educational workshops will enhance your Convention experience.



# Friday

## Jessica McGovern

City Dogs – Urban Portraiture Photowalk

**SOLD OUT**



Join International Pet Photographer of the Year Jessica McGovern for an immersive outdoor experience designed to transform the way photographers approach canine portraiture in urban environments. In this dynamic Superclass, Jessica teaches delegates how to identify strong locations within the city, position and pose dogs effectively, and observe her full creative process as she produces impactful images straight out of the camera.

The session begins with a focused 30-minute on-location theory segment, followed by a 90-minute live demonstration in which Jessica guides participants through her decision-making, shooting techniques, and handling strategies. The final two hours provide dedicated shooting time, giving delegates the opportunity to put their new skills into practice with real dogs on the streets of London.

As the workshop takes place entirely outdoors, attendees are advised to dress warmly, prepare for unpredictable weather, and bring an umbrella. A camera with a lens of 100mm or longer is recommended, along with an open, adaptable mindset. This is real-life, real-time shooting—unpredictable, energetic, and an unforgettable opportunity to elevate urban dog photography.

**Time:** 09:00–13:00

**Where:** St Julien

## Panikos Hajistilly

Can Colour LEDs Take the Place of Your Studio Strobes?



Constant light technology—particularly LED lighting—has advanced dramatically in recent years, with bi-colour and full-colour systems becoming increasingly powerful and accessible. But can these modern LEDs truly replace traditional studio strobes for everyday studio work? In this insightful Superclass, Panikos sets out to explore that very question.

He guides delegates through the core types of LED lighting now available, including panels, tubes, ring lights, and point-source heads, explaining how each compares with studio flash in practical, real-world scenarios. The session also covers essential considerations such as suitable lighting modifiers, recommended camera and lens choices, and how to build an efficient and versatile setup without exceeding your budget.

Panikos clearly breaks down common terminology—from CoB to CRI—removing the technical jargon and giving photographers the confidence to evaluate whether continuous light could work for their style. Throughout the class, delegates will see striking examples created using affordable LED equipment, showcasing the vibrant colour effects achievable without gels. The workshop ultimately asks: with results like these, will photographers ever feel the need to return to traditional studio flash?

**Time:** 14:00–18:00

**Where:** St Julien

# Saturday

## Hanna Neret

Creating Fine Art Stories



In this immersive Superclass, Hanna guides delegates through the complete process of creating a storytelling Fine Art portrait, from concept to final edit. Working with a model, participants will learn how to produce images that are visually striking while also carrying deeper narrative meaning—following the creative approach that has earned Hanna international awards and recognition for her storytelling, artistry, and compositing.

The session explores how to plan and prepare a concept, examining the key differences between standard portraiture and shooting with narrative intention. Delegates will discover how to approach lighting, posing, and composition with the final story in mind, ensuring the capture phase supports the eventual artistic vision. Hanna then demonstrates her light compositing techniques in Photoshop and guides attendees through editing in her distinctive style, revealing the methods she uses to shape mood, atmosphere, and emotional impact.

As this is a hands-on workshop, participants are encouraged to bring a laptop with Photoshop installed. Throughout the class, there will be opportunities to ask questions, refine techniques, and receive personalised direction to support individual creative development.

**Time:** 09:00–13:00

**Where:** St Julien

## Kris Anderson

I for One Welcome Our New Robot Overlords



Most photographers have experimented with AI by now—whether generating images, drafting blog posts, or even asking it for dinner ideas. But the technology promises far more than these everyday tasks suggest. In this four-hour, hands-on Superclass, Kris Anderson demonstrates how AI can meaningfully support a photography business without ever replacing the photographer's creative voice. The focus is on working smarter, communicating more clearly, and solving problems efficiently through the intelligent use of the right tools.

A technologist at heart, with Bachelor's degrees in both Science and Engineering, Kris brings a deep understanding of how to coax useful, authentic outcomes from AI systems. He shares practical techniques for refining client communication, developing nuanced written content, generating mood boards, critiquing images, assisting with posing ideas, and brainstorming artistic concepts. He even explores how AI can offer real-time, on-screen coaching during creative roadblocks in Photoshop.

This highly practical, human-centred session emphasises using AI to think more effectively rather than to replace artistic intent. Delegates are encouraged to bring a laptop—and an open, inquisitive mind—to discover how AI can become a powerful and reliable creative partner.

**Time:** 14:00–18:00

**Where:** St Julien

**Schedule at a Glance**  
**Pages 8**

# Elinchrom UK Live Stage

*Unlock the Power of Light with Elinchrom's Expert Sessions!*

Join us for an exciting and inspiring series of live presentations on the Elinchrom UK Live Stage at the 2026 London Photo Trade Show!

Elinchrom UK is set to deliver top-tier sessions designed to elevate your lighting techniques and help you achieve professional results.

From expert-led lighting demos to creative insights, this is your chance to learn from the best in the industry and discover cutting-edge gear that will transform your work. Don't miss this incredible opportunity to get hands-on with Elinchrom's innovative products.

The Elinchrom team will also be on hand to provide equipment demonstrations and help customise solutions to fit your unique needs. Don't miss the opportunity to visit their stand (70-71) for hands-on advice and inspiration.

## Live Stage Highlights

**Thursday 15 January**



Time	Subject	Speaker
11:30	<b>Live Demo</b> Top 5 Features to Elevate Your Portrait Photography	Bjorn Thomassen
12:30	<b>Live Demo</b> Lighting New Life: A Live Newborn Photography Demo	Russ Jackson
14:00	<b>Live Demo</b> Just Shoot It: Ditching Perfection & Finding Your Voice	Victoria Baptiste
15:00	<b>Live Demo</b> Four Portraits in 60 Seconds	James Musselwhite

**Friday 16 January**

Time	Subject	Speaker
10:30	<b>Live Demo</b> Liven up your product photography	Neil Shearer
11:30	<b>Live Demo</b> One Light Portraits	James Musselwhite
12:30	Live Photographic lighting shootout	James Musselwhite vs Paul Wilkinson
14:00	<b>Live Demo</b> Shaping the Glow: Maternity Lighting Live	Russ Jackson
15:00	<b>Live Demo</b> Creative headshots	Gary Hill

**Saturday 17 January**

Time	Subject	Speaker
10:30	<b>Live Demo</b> Glitz & Glam: Professional Lighting in Action	Gary Hill
11:30	<b>Live Demo</b> Lighting with Character: A Live Dog Photography Demo	Jessica McGovern
12:30	<b>Live Demo</b> One Light, Endless Possibilities	Scott Johnson
14:00	<b>Live Demo</b> Mastering Portrait Photography	Paul Wilkinson
15:00	<b>Live Talk</b> Confidence Through the Lens: Photographing Boudoir with Purpose	Julian Fulton

[www.elinchrom.co.uk](http://www.elinchrom.co.uk)



Trade Show Opening Times  
Thursday 15 January 2026 - 10:00-17:00  
Friday 16 January 2026 - 10:00-17:00  
Saturday 17 January 2026 - 10:00-16:00





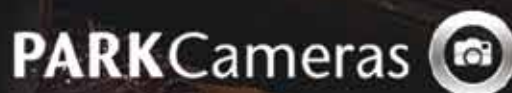
# **Total Control. Timeless Style.**

## **Get a FREE Transmitter PRO with Selected Elinchrom Kits**

Visit stand 70-71 or trusted dealers for more info:



**Stands: 77-79 & 85-87**



**Stands: 53-54 & 63-64**

[www.elinchrom.co.uk](http://www.elinchrom.co.uk)



# free demonstrations

## Live Stage @ the 2026 Trade Show



Join us at the London Photo Trade Show, for a sensational line-up of speakers, providing hours of free education and demos. Some of the UK's best photographers are scheduled to share their secrets to creating high-end photography, and brands ready to showcase products and services that will put you ahead of the game in 2026.

## Live Stage Thursday

<b>Time</b>	<b>Subject</b>	<b>Speaker</b>	<b>Company</b>
10:30	TBA	TBA	Sony
11:30	Eyewitness – Saving Human Memory Before It's Too Late	Fabrizia Costa	
12:30	GFX Challenge Grant Award Project - 'If The Land Could Speak'	Gavin Maxwell	Fujifilm
13:30	Meet the Canon EOS R6 Mark III & Unleash Your Passion	TBA	Canon
14:30	What is Intellectual Property (IP)	Angela Jackson	Intellectual Property Office
15:30	How To Fix 2026	Brendan Taylor	TogPod

## Live Stage Friday

<b>Time</b>	<b>Subject</b>	<b>Speaker</b>	<b>Company</b>
10:30	TBA	TBA	Sony
11:30	Nurturing Leads: Turning Enquiries into Paid Clients	Ian Martindale	Light Blue Software
12:30	GFX Challenge Grant Award Project — "If The Land Could Speak"	Gavin Maxwell	Fujifilm
13:30	Exploring the Benefits of Upgrading to EOS R5 Mark II and EOS R6 Mark III	TBA	Canon
14:30	What is Intellectual Property (IP)	Angela Jackson	Intellectual Property Office
15:30	How To Fix 2026	Brendan Taylor	TogPod

## Live Stage Saturday

<b>Time</b>	<b>Subject</b>	<b>Speaker</b>	<b>Company</b>
10:30	TBA	TBA	Sony
11:30	Nurturing Leads: Turning Enquiries into Paid Clients	Ian Martindale	Light Blue Software
12:30	Minimalist Kit, Maximum Magic: Exploring Liminal Spaces	Rebecca Douglas	Fujifilm
13:30	EOS R5 Mark II & EOS R6 Mark III: Setup and Autofocus Essentials	TBA	Canon
14:30	What is Intellectual Property (IP)	Angela Jackson	Intellectual Property Office
15:30	How To Fix 2026	Brendan Taylor	TogPod

**Canon**  
**FUJIFILM**

  
Intellectual  
Property  
Office

 **TOG  
POD**  
CRM

**SONY**  
 **LightBlue**

All bookings are final. We reserve the right to change speakers and exhibitors without notice.

*Trade Show Opening Times*  
Thursday 15 January 2026 – 10:00–17:00  
Friday 16 January 2026 – 10:00–17:00  
Saturday 17 January 2026 – 10:00–16:00



The Society  
of Photographers  
**Convention**

# THE SOCIETY OF PHOTOGRAPHERS' AWARDS PRESENTATION EVENING

**Friday 16 January 2026 – 7:00 pm**  
**Novotel London West, Hammersmith**

## WHO WILL BE THE NEXT PHOTOGRAPHER OF THE YEAR?



This year's presentation evening is to be the best we have held so far. Join us on the glittering Awards Night and celebrate the success of photographers from around the world.

The 2025 Monthly Image Competition, 2026 20x16" Print Competition and 2025 Trade Awards winners will be announced at a glamorous awards ceremony on Friday 16 January 2026.

Over 300 people will attend this prestigious event to find out on the night who is being recognised for creativity, innovation and effectiveness for their photographic skills. Make sure that you are there to celebrate excellence within the photographic trade.

Join us on the glittering Awards Night and celebrate the success of photographers from around the world.

### Tickets:

£80

*Members save 20% – Use your promo code at checkout.*

*All prices shown are inclusive of booking fee and VAT.*

### Book online:

**[thesocieties.net/convention/](https://thesocieties.net/convention/)**  
**Or call +44 1745 356935**

## Pre-Awards Food and Refreshments

### Indian Menu Buffet Style

#### Chat Counter/Salad

- Chana Aaloo Papdi Chaat.
- Dahi Puri (V)
- Quinoa & Chickpea Salad with Mint Dressing (V+, GF)
- Roasted Cauliflower & Pomegranate Salad (V+, GF)

#### Meat Platter

- Malai Chicken Tikka (GF)
- Lamb Galouti Kebab

#### Vegetarian Platter

- Hara Bhara Kabab (V, GF)
- Dhokla with Green Chutney (V+, GF)
- Paneer Shashlik (V, GF)
- Vegetable Pakora (V+)

#### Breads & Dips

- Coriander Garlic Naan (V)
- Mint Raita (V, GF)
- Spicy Mango Chutney (GF)
- Tomato Kasundi (V+, GF)

#### Main Course

- Lamb Rogan Josh (GF)
- Roast Chicken Fillets with Herbes de Provence
- Murgh Methi Malai (GF)
- Boeuf Bourguignon
- Goan Fish Curry (GF)
- Mushroom Matar (GF, V)
- Aloo Gobi (GF, V+)
- Jeera Rice (GF, V+)
- Steamed Rice (GF, V+)

#### Dessert

- Rasmalai (V)
- Kalakand
- Motichoor Ladoo (V, GF)
- Coffee Opera
- Banoffee Pie
- Fresh Fruit Platter (V+, GF)

**Plus 1 drink** – Small glass of wine, a bottle beer or soft drink.

Proudly sponsored by

**Loxley Colour**

# Trade Show Exhibitor Directory

## Aaduki Multimedia Insurance

Stand: 105

A30 Business Centre  
Higher Stockley Mead  
Okehampton Industrial Estate  
Okehampton  
Devon  
EX20 1FJ  
01837 658880  
www.aaduki.com  
info@aaduki.com



With over 20 years experience in the industry, we are The Society of Photographers' recommended and award-winning insurance provider. Specialising in giving expert advice and arranging bespoke cover for Photographers. Visit us at stand 105 for your free lens cloth and a no-obligation quote. We look forward to meeting you.

## Accsoon

Stands: 31-32

Holdan Limited  
www.holdan.co.uk/brand/Accsoon  
sales@holdan.co.uk



Accsoon provides reliable wireless video transmitter, professional camera slider and iPhone monitoring solution for various video production applications.

## Atomos

Stands: 31-32

Holdan Limited  
www.holdan.co.uk/brand/Atomos  
sales@holdan.co.uk



While the industry makes better cameras, Atomos make cameras better.

Atomos exists to help creative professionals cut through technology barriers by creating easy to use, cutting-edge 4K and HD Apple ProRes monitor-recorders.

These products give video professionals a faster, higher quality and more affordable production system, whether they create for social media, YouTube, TV or cinema.

## Camera Centre UK

Stands: 77-79 & 85-87

14-16 Morgan Arcade  
Cardiff  
South Glamorgan  
CF10 1AF  
029 2233 7037  
www.cameracentreuk.com  
info@cameracentreuk.com



We sell a huge range of equipment, including cameras, lenses, drones, binoculars, and more. UK stock, a family-run company, offering free UK delivery. Part exchange and trade-ins are welcome.

See our stand for great savings and show deals. Exclusive promotions are only available at the Trade Show, allowing you to get more for your money.

## Canon UK Ltd.

Stands: 65-67 & 74-76

4 Roundwood Avenue  
Stockley Park  
Uxbridge  
UB11 1AF  
canon.co.uk  
canonpressoffice@cuk.canon.co.uk



Canon is delighted to showcase its latest EOS R System cameras and RF lens range for wedding and portrait photography. Visitors to the stand will be able to discover more about gallery quality photo printing.

## Click Backdrops and Bump2Baby

Stands: 46-47

Unit F Penfold Trading Estate  
Watford  
Hertfordshire  
WD24 4YY  
01923 297417  
clickbackdrops.co.uk  
info@clickbackdrops.co.uk



Click Backdrops is the UK's premier backdrop brand for all genres of photography and the creative industry as a whole. Visit the stand for some incredible discounts, shop new designs and discuss new portrait clients for your business with our Bump2Baby programme.

## Cokin

Stands: 31-32

Holdan Limited  
www.holdan.co.uk/brand/Cokin  
sales@holdan.co.uk



The original inventor of the square filter system, Cokin manufacture premium all-glass and resin based square and round filters for photographers and filmmakers. Offering Neutral Density, Polarising, Graduated ND, Colour Graduated, Diffusion and Light Pollution filters.

## Elinchrom UK

Stands: 70-71

Expressway  
1 Dock Road  
London  
E16 1AH  
0333 3582444  
www.elinchrom.co.uk  
marketing@elinchrom.co.uk



Elinchrom, a global leader in professional lighting solutions, has been providing photographers and imaging professionals with cutting-edge technology for over 50 years.

Visit Elinchrom at the London Photo Trade Show to explore their latest innovations, connect with their experts, and discover how Elinchrom can take your photography to the next level.

## Trade Show Deals

Check out the 2026 Trade Show Deals  
Page 34

For a full up to date list of trade show deals  
check out the 2026 Convention website:  
<https://thesocieties.net/convention/trade-show-deals/>





### Evoto AI

Stands: 55–56

3 Fraser Street  
#04-23A Duo Tower  
Singapore  
189352  
[www.evoto.ai](http://www.evoto.ai)  
[contactus@evoto.ai](mailto:contactus@evoto.ai)



Tether. Cull. Retouch. Deliver.

Evoto is the ultimate end-to-end, professional-grade photography workflow for Mac, Windows, iPad, iPhone, and Android.

Shoot tethered, cull with AI, retouch faster, color-grade with precision, and batch-process everythingâ€”with full control to deliver truly pro results. Save hours. Boost profits.

Evoto also provides free access to hundreds of premium AI features, with flexible credit-based plans available.

### Holdan

Stands: 31–32

Brookfield House  
Brookfield Industrial Estate  
Peakdale Road  
Glossop  
Derbyshire  
SK13 6LQ  
+44 1457 851000  
[www.holdan.co.uk](http://www.holdan.co.uk)  
[sales@holdan.co.uk](mailto:sales@holdan.co.uk)



Established in 1996, Holdan are one of the leading value-added distributors in the audio visual, broadcast, cine and imaging sectors supplying resellers in the UK and ROI. Our overall aim is to give our customers excellent service and we aspire to be efficient and easy to work with.

### Framatica

Stand: 88

Yundola Str.  
Plovdiv  
Bulgaria  
4001  
0884 448 986  
[framatica.com](http://framatica.com)  
[collaboration@framatica.com](mailto:collaboration@framatica.com)



Framatica is an EU-based brand crafting colour-accurate, glare-free photography backdrops using premium studio-grade fabric. Produced in-house to the highest print standards, our collections span classic textures to unique themes like Ladies Beauty, Realistic Scenes, and Oriental. Trusted by professionals who value quality, detail, and reliability.

### HOYA

Stands: 31–32

Holdan Limited  
[www.holdan.co.uk/brand/HOYA](http://www.holdan.co.uk/brand/HOYA)  
[sales@holdan.co.uk](mailto:sales@holdan.co.uk)



HOYA offers a wide variety of superior quality filters for use in all imaging applications.

HOYA is a leading manufacturer of high-quality optical filters and imaging products, with a legacy spanning over 75 years. Founded in 1941 in Japan, HOYA initially specialized in producing optical glass, and has since become a global brand known for its premium camera filters, lens coatings, and other photographic accessories.

Renowned for their precision and durability, HOYA filters are trusted by photographers and videographers worldwide to enhance image quality and protect lenses. With a commitment to innovation, HOYA continues to be at the forefront of optical technology, offering a wide range of products designed for both professional and amateur use.

### Fujifilm UK Ltd

Stands: 97–98

Fujifilm House  
Bedford  
MK42 0ZE  
+44 1234 572 000  
<https://fujifilm-x.com/en-gb/>  
[Fujifilmpr\\_uk@fujifilm.com](mailto:Fujifilmpr_uk@fujifilm.com)



This year, Fujifilm will showcase the latest X Series line-up and GFX medium format camera range. These include brand new models such as the X-M5, X-T50 and GFX100S II, featuring the highly acclaimed Fujifilm Simulation Modes, which create the colour and tones of classic analogue films straight from the camera.

### Intellectual Property Office (IPO)

Stand: 68

[www.gov.uk/government/organisations/intellectual-property-office](http://www.gov.uk/government/organisations/intellectual-property-office)



Intellectual  
Property  
Office

The UK government body for intellectual property. Visit the IPO team for practical guidance on copyright for photographers, protecting your images, licensing, and avoiding infringement. They'll also be delivering a 45-minute Live Stage session tailored to working photographers. Bring your IP questions and get clear, actionable advice.

### Hedbox

Stands: 31–32

Holdan Limited  
[www.holdan.co.uk/brand/Hedbox](http://www.holdan.co.uk/brand/Hedbox)  
[sales@holdan.co.uk](mailto:sales@holdan.co.uk)



Hedbox is a global technology company that manufactures and designs high-performance Lithium-Ion battery packs, chargers, and accessories for the professional photo and video market. Founded in 2009, Hedbox has established a strong international sales network. With an R&D department in Switzerland, the Hedbox team brings an innovative approach to Li-ion battery and power management (BMS) product design.

### Kenko

Stands: 31–32

Holdan Limited  
[www.holdan.co.uk/brand/Kenko](http://www.holdan.co.uk/brand/Kenko)  
[sales@holdan.co.uk](mailto:sales@holdan.co.uk)



Specialising in teleconverters, extension tubes and filters, Kenko aims to support your favourite activities with high-profile, high-quality optical and photographic products.

# Trade Show Exhibitor Directory

## Kondor Blue

Stands: 31–32

Holdan Limited  
www.holdan.co.uk/brand/Kondor+Blue  
sales@holdan.co.uk



Premium Camera Accessories for Professionals.

Kondor Blue, a rapidly growing film equipment supplier based in the US, has quickly established themselves as one of the leading global camera accessory brands. Their success is driven by a commitment to customer satisfaction, which has enabled them to expand and serve creatives on every continent, bringing to the market innovative solutions for filmmakers, made by filmmakers. One of their core values is giving back—when you purchase from Kondor Blue, you join their mission to serve filmmakers with excellence and make a positive impact on the world, as they donate ten percent of their profits to charity.

### Lifetime Warranty

Kondor Blue proudly offers a lifetime guarantee on all their products, ensuring you can rely on the quality and durability of their gear for years to come.

## Park Cameras

Stands: 53–54 & 63–64

Park Cameras  
York Road  
Burgess Hill  
West Sussex  
RH15 9TT  
+44 1444 237070  
www.parkcameras.com  
sales@parkcameras.com



Visit the Park Cameras stand during the trade-show and benefit from some fantastic show deals from some of the largest photo and video brands including Canon, Sony, Fujifilm, Nikon, Sigma & more!

Plus check out some of the latest new products including the Canon EOS R5 Mark II, EOS R1 and the Sony a1 III! If that wasn't enough, bring along your unused cameras & lenses to trade-in or sell for cash – all carefully assessed by our team at the show – get a quote in advance at [www.parkcameras.com/trade-in](http://www.parkcameras.com/trade-in).

## Light Blue Software

Stands: 19 & 30

www.lightbluesoftware.com  
support@lightbluesoftware.com



Light Blue is incredibly useful and versatile software that helps to organise and manage your photography business.

Visit our stand to get a free demo and learn how Light Blue can help you and your business. We are keen to help you to succeed and we are here to help!

## PGYTECH

Stands: 31–32

Holdan Limited  
www.holdan.co.uk/brand/PGYTECH  
sales@holdan.co.uk



PGYTECH – Making Creation Easier.

PGYTECH make premium accessories for cameras, drones, action cameras and mobile phones. Their high-performing products strike a balance between cost and quality. They strive to develop scenario-based solutions for creative content, deliver high-performing products that strike a balance between cost and quality and create a systematic product ecosystem that ensures smooth interaction and seamless integration.

## Nikon

Stands: 51–52

Nikon  
www.nikon.co.uk  
receptionenquiries.uk@nikon.com



Nikon is a leading provider of imaging products, recognised globally for its innovative optics technology, including cameras, lenses, and sports optics, backed by over 100 years of experience. Known for setting new standards, Nikon's Z series mirrorless cameras and NIKKOR Z lenses offer exceptional optical performance.

## Photography Apprenticeship

Stand: 72

photographyapprenticeship.com  
info@photographyapprenticeship.com



Inspiring the next generation of professional photographers, this 18-month programme equips learners with essential technical, creative and professional skills. Combining monthly seminars with one-to-one mentoring, online learning and industry-led training, it provides the knowledge, support and real-world development needed to thrive in today's photographic industry.

## OpTech

Stands: 31–32

Holdan Limited  
www.holdan.co.uk/brand/OpTech  
sales@holdan.co.uk



OpTech has been a leading manufacturer of neoprene camera straps, pouches and accessories for the photo industry for over 40 years. OpTech strive for quality, comfortability and functionality plus they offer a lifetime warranty with all products.

## Praetego

Stand: 94

60 West Park  
London  
SE9 4SA  
+44 7599 632868  
www.praetegouk.co.uk  
info@praetegouk.co.uk



UK-Made Protective Accessories: Superior Quality, Sustainable Choice.

**Trade Show Deals**  
**Check out the 2026 Trade Show Deals**  
**Page 34**

For a full up to date list of trade show deals  
check out the 2026 Convention website:  
<https://thesocieties.net/convention/trade-show-deals/>

Trade Show Opening Times  
Thursday 15 January 2026 – 10:00–17:00  
Friday 16 January 2026 – 10:00–17:00  
Saturday 17 January 2026 – 10:00–16:00



### ProMaster @ Wilkinson Cameras

Stands: 58–59

25 Charnley Fold  
Bamber Bridge  
Preson  
Lancashire  
PR5 6PS  
+44 1772 252188  
www.wilkinson.co.uk/promaster  
sales@wilkinson.co.uk

[pro]master

ProMaster, the most extensive range of photo & video accessories from one brand available in the UK today. Brought to you by Wilkinson Cameras the award-winning photo / video retailer based in the Northwest of England. Our busy website www.wilkinson.co.uk offer fast and efficient home / business deliveries across the UK.

### Samyang

Stands: 31–32

Holdan Limited  
www.holdan.co.uk/brand/Samyang  
sales@holdan.co.uk

SAMYANG

With over 50 years of experience, Samyang is a trusted name in lenses. They offer a comprehensive range of auto-focus, manual-focus, and video lenses for photographers and filmmakers, along with innovative accessories that enhance lens versatility. Samyang's advanced, high-quality optics empower everyone to explore their creativity and tell their unique stories.

### SIGMA UK

Stands: 49–50

1 Little Mundells  
Welwyn Garden City  
AL7 1EW  
sigmauk.com  
info@sigmauk.com

SIGMA

SIGMA Corporation is a world leader in the optical field with top quality lenses and cameras. As a family-owned business founded sixty years ago by Michihiro Yamaki, Sigma remains a major force in the photographic industry. Sigma Imaging (UK) Ltd is based in Welwyn Garden City where all UK operations are based including our in-house Service Department, manned by Sigma-trained technicians. Sigma Imaging (UK) Ltd is a wholly owned subsidiary of the Sigma Corporation of Japan.

### Sony

Stands: 91–93

The Heights  
Brooklands  
Weybridge  
Surrey  
KT13 0XW  
www.sony.co.uk/alphauniverse  
alphaforce@sony.com

SONY

Experience Sony's cutting-edge photography technology, including the brand new, feature-rich Alpha 7 V body, with the Convention being one of the first UK opportunities to try-out the camera since its launch.

The new Alpha 7 V boasts a professional edge, delivering AI-driven AF, 33MP clarity, 30fps black-out free bursts and 4K 120p - all in a compact full-frame body built for hybrid creators.

Whether you're a professional, enthusiast, or student, Sony offers innovative tools designed to help you push creative boundaries and capture moments like never before.

### SpeediGimbal

Stand: 107

speedigimbal.co.uk  
colinbristerphotography@gmail.com



The SpeediGimbal is a two part cup & ball system that enables the user to carry lenses & camera bodies around with ease. Due to its simple function you can go from walking to pressing that image capture button inside a matter of seconds.

### The Society of Photographers

Clwyd Chambers  
Clwyd Street  
Rhyl  
Denbighshire  
LL18 3LA  
thesocieties.net  
info@thesocieties.net



Take your photography and business to the next level with The Society of Photographers. Enjoy exclusive member benefits, including mentoring, training, networking, competitions, discounts, qualifications, and more.

Open to professionals, semi-professionals, and serious enthusiasts, we're here to help you improve your craft and achieve your goals.

Visit our stand to discover how membership can elevate your photography and grow your business.

### Wfolio Limited

Stands: 106

The L. Plaza  
367 - 375 Queen's Road Centra  
Sheung Wan  
Hong Kong  
+15858661000  
wfolio.com  
support@wfolio.pro



Wfolio is an all-in-one platform created by photographers for photographers in 2016. It combines a website builder, client galleries, and integrated sales, payments, and SEO to help users present their work, deliver photos and videos to clients, and accept orders online. Today Wfolio powers over 240,000 accounts worldwide.

### YoloLiv

Stands: 31–32

Holdan Limited  
www.holdan.co.uk/brand/YoloLiv  
sales@holdan.co.uk



Dedicated on live streaming hardware, software, enterprise applications, with the mission to make professional live streams accessible for everyone.



# Trade Show Deals & Prize Draws

## Aaduki Multimedia Insurance

Stands: 105

12 months for the price of 10.



## Canon

Stands: 65-67 & 74-76

Visit the Canon stand to get your hands on the latest imaging products. Plus, we're offering exclusive deals just for attendees of the show. Don't miss it!



## Click Backdrops

Stands: 46-47

Buy 2 Get 1 Free on all vinyl and ProFabric backdrops. Plus an additional 20% off all ProFold backdrops.



## The Click Group

Stands: 46-47

Grow your portrait business with **Free Joining** and **Free Historic Data** for Bump2Baby (worth £££).



## Elinchrom UK

Stands: 70-71

Total Control. Timeless Style. Get a **FREE Transmitter PRO** with Selected Elinchrom Kits



## Evoto AI

Stands: 55-56

- 20% off the 1,600 and 3,600 annual subscription plans
- 15% off the 9,000 and 24,000 annual subscription plans
- 5% off 3,600 PAYG and 3,600 add-on packs
- 50 free credits
- Free branded giveaways



## Fujifilm

Stands: 97-98

Visit the Fujifilm stand to explore the latest imaging products. Plus, enjoy exclusive deals available only at the show!



## Light Blue Software

Stands: 19 & 30

Visit our stand and get 50% off your first 6 months of a new Light Blue subscription! This includes:



- A 30-day money-back guarantee, so you can try risk-free
- Free setup and migration help to get you started quickly
- Access to templates and resources designed to help your photography business thrive.

Don't miss this opportunity to streamline your admin and grow your business with Light Blue. Come see us at the stand to claim your offer!

## MPB

Win a **£300 MPB Voucher!**

Enter the MPB Prize Draw  
<https://mpbcom.typeform.com/to/EDsWN8Wo>



## Professional Imagemaker

Collect your complimentary copy of Professional Imagemaker at the event — available while stocks last.



## Praetego

Stand: 94

10% discount on all products during trade show  
30% discount on the last day



## ProMaster

Stands: 58-59

EXCLUSIVE 10% discount off everything ProMaster for the duration of the Trade Show, PLUS "Special Show" buys on the day. Sign up for our newsletter and receive a **FREE ProMaster Goodie bag** worth at least £30.00 plus discount vouchers for our partner brand Elinchrom.



## The Society of Photographers

Special offer on membership exclusively at the Convention.



## Wfolio

Stand: 106

Use code: **THESOCIETY** to get 50% OFF annual plans. Redeem here: <https://wfolio.com/r/thesociety>



## Trade Show Deals

For a full up to date list of trade show deals check out the 2026 Convention website:  
<https://thesocieties.net/convention/trade-show-deals/>

Trade Show Opening Times  
Thursday 15 January 2026 - 10:00-17:00  
Friday 16 January 2026 - 10:00-17:00  
Saturday 17 January 2026 - 10:00-16:00



Scan to get a  
free online quote

# Smart insurance for photographers

Specialist insurance and advice for:

- Photographic & computer equipment
- Hired in equipment
- Public & employers' liability
- Professional indemnity

Aaduki Multimedia Insurance

01837 658 880 | [www.aaduki.com](http://www.aaduki.com) | [info@aaduki.com](mailto:info@aaduki.com)



The Society  
of Photographers  
**Convention**

**Meet the Aaduki Team  
at the Convention**

Find us at Stand **105**

**Show Special:**  
12 months for the  
price of 10



The Society  
of Photographers



**AADUKI**  
MULTIMEDIA INSURANCE  
FROM PARTNERS&



**The right way to  
sell camera gear.**

