

realising your potential

a remarkable three
day course on
how to be creative
and successful in
photography

16 - 18 May 2005

Annabel Williams
Contemporary Training



realising your potential

Do you want to achieve creative excellence and build a successful business? Would you like to discover the secret how from the photographic pioneers?

Whether you're a budding novice or an industry professional, Annabel Williams Contemporary Training offers you a unique opportunity to push your photographic parameters to another dimension. 'Realising Your Potential' is a groundbreaking educational programme designed to encompass every aspect of creativity. This exceptional and exciting three-day course takes place 16 - 18 May at Annabel Williams' light and airy working studio in the beautiful Lake District.

We have designed our training menu with many goals in mind. 'Realising Your Potential' will give you a unique opportunity to work alongside the best in the industry - those who have developed an innovative approach to their photographic style and an extremely successful business.

DAY 1 Developing your own Creative Edge

Annabel Williams and Catherine Connor
10am - 1pm

"If you use your imagination, then there really is no limit to the kind of pictures you can achieve in any situation."

Annabel Williams

In today's increasingly progressive market place, how do you stand taller? The key is to develop new photographic styles and maintain your professional edge.

'Pushing the parameters' is a term we use frequently. It acknowledges the importance of entering the market place each year with new, refreshed and dynamic additions to your already successful photographic portfolio.

All businesses face the challenge of how to keep clients loyal. Clients are in constant search of new ideas and approaches to capturing images that they can relate to. So it's important to stay fresh and revitalised. This seminar will also examine the ability to inspire and market. At the end, you will leave armed with a wealth of knowledge and some revolutionary approaches.

During the workshop, we will explore:

- Today's photographic trends and approach
- How to experiment with our photographic style
- New dimensions to photography
- Innovative techniques to attracting new clients
- Seducing the consumer through inspiration

About the thought leaders: There is worldwide recognition for **Annabel Williams** as an outstanding tutor and exceptional photographer. Her passionate viewpoint engages everyone in a highly enthusiastic exchange of ideas.

Catherine Connor leapt into the photographic industry, from a corporate management career at international level, to pursue her own dreams and ambitions. She offers a dynamic approach to training and an intuitive understanding of the market place and future trends.

Staying Ahead of the Game

Andy Earl, 2pm - 5pm

An insightful presentation by Andy Earl about finding your own vision and making your dream happen. Andy started off with an exhibition at the Photographers' Gallery, was spotted by Malcolm MacLaren, and went on to do an album cover for him. He's since produced 150 covers, for artistes such as Madonna and Prince, as well as press and poster campaigns for leading ad agencies. He may be familiar to you as the presenter of BBC Two's *The Photo Show*. Andy will talk about how to make your vision happen – and stay ahead of the game. He'll also look at the pros and cons of digital photography.





Brett Harkness



James Bignell

DAY 2 Achieving Personal Success

Ros Taylor, 9.30am - 1pm

"Most successful people have one trait in common; they don't wait for motivation. They create motivation through action."

Ros Taylor

A highly motivating seminar by Ros Taylor on how to achieve personal success. Ros is a leading UK psychologist, successful businesswoman, TV and radio presenter. Her book *Confidence in Just Seven Days* topped Amazon's bestseller list. Ros travels the world developing employees' potential through the Transformation Programme, which she developed. Based on this, she'll reveal the secrets to:

- Making an impact
- Leadership
- Communication, creativity and confidence
- Body language
- Motivation
- Fast track to the top -10 commandments for success.

Workshops

2pm - 5pm

There are two workshops today and two tomorrow.

You'll be divided into four small groups; each group will accompany one of our four award-winning photographers. This is an exciting opportunity to shadow the professionals and get invaluable in-depth advice. Watch their techniques and develop your own. Discover how to free your mind - and your camera. The workshops are repeated on the morning of Day Three, giving everyone the chance to accompany each of these inspiring photographers.

Wedding Workshop

Brett Harkness and Annabel Williams

This is a fascinating insight into capturing the essence of a wedding day. It offers a unique educational approach to discovering and learning new ideas from two of the UK's most innovative photographers.

We will be covering:

- New trends and approaches
- Composition
- Effective use of light
- Alternative use of backgrounds
- Angles and cropping
- Practical workshop and photographic demonstration. Watch Annabel and Brett in a real-life session with a model bride and groom and either shoot over the shoulder or sit back and observe. They'll present all images captured during the seminars, for you to discuss informally. You'll also have the opportunity to purchase a contact sheet for further educational development.

About Brett Harkness and Annabel Williams: Brett has a very individual style, which has evolved from his passion for travel and documentary photography. His intuitive photography is currently influencing many other pioneering photographers across the globe. Brett's humorous anecdotes and photographic tales, along with his open educational manner, enlighten his audience. He has an enviable reputation for consumer service, outstanding photography and creative, innovative design. Annabel's many awards include 'Fujifilm Wedding Photographer of the Year' and her philosophy on wedding photography is refreshing and unique. Under her guidance and tuition, you'll be inspired to develop your own style and strengthen your photographic skills.

Children and Teenagers Workshop Tamara Peel and James Bignell

What's the secret to photographing children naturally? How do you create a fun and relaxed atmosphere? And how do you satisfy the demands of teenagers today who are really 'young sophisticated adults'?

This workshop is designed to explore new ideas and approaches and will reveal both James' and Tamara's revolutionary photographic approach. You will work alongside both and discover how they achieve award-winning images. You'll also have the opportunity to see all the images captured during the course.

About Tamara Peel and James Bignell: Tamara is a multi award-winning photographer in creative fine-art photography. She creates images that capture more than just the subject's mood; they reveal hidden emotions within. James spent fifteen years as an advertising stills photographer in London before pursuing his passion for portrait photography fulltime. He has a remarkable eye for composition, details and mood, producing extraordinarily beautiful images.



Tamara Peel

Evening

A fantastic dinner for all the delegates at The Jumble Room. This small and colourful local restaurant is a favourite and has a wonderfully warm, relaxing atmosphere.

"Whatever the gig, from the smallest club to the largest auditorium, I always have that same feeling of exhilaration as the playing begins and a unique performance unfolds."

William Ellis

Our evening speaker is William Ellis. William is acclaimed as "One of the world's greatest jazz photographers". He has photographed many leaders of jazz over the years, using his distinctive style. The evocative images he will show during his talk, accompanied by his laid back anecdotes, brilliantly conjure up the smoky atmosphere of jazz clubs the world over.

William also works with Hasselblad UK, which produce the most amazing medium format cameras on the market.



Williams Ellis

DAY 3

Workshops, 9.30am - 1pm

A repeat of the sessions on Day Two, giving you the opportunity to work with another two amazing photographers and learn everything from the professionals close-up and at first hand.

Open Forum, 2pm - 4pm

All four speakers will spend time showing you the images they took throughout the different sessions. Discover what caught their eye, the techniques they used and the magical moments they captured. This will be followed by an open question and answer session, giving you the opportunity to quiz each at length and gain additional insight.

How to book

This unique event costs £795 + VAT per person.

To secure your place, or for details about forthcoming courses, please contact Lisa or Alex on 01539 821791 or email studio@annabelwilliams.com.

We will be happy to provide you with travel and accommodation details, if required.

Please note that the first day starts at 9.30am, with coffee and registration.



Tamara Peel

Annabel Williams
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