



Dear STC Participant,

We welcome you to STC's March Seminar/Workshop where you will receive insight and instruction from six top professionals from the photography and publishing industry. Your guides and teachers range from Playboy photographers to Photo and Art Directors boasting over 100 years of combined experience. This is also an opportunity of a lifetime where you will witness a live shoot for Playboy, Intl. STC photographers will share with you the essence of what it has taken them to become known and honored in the industry.

### The First Day - March 22, 2014

**Morning:** We will be discussing our preferences with production aspects, new techniques, styles, marketing, make-up, hair, and how important these elements are in creating the perfect sellable image. This will be followed by a look at how wardrobe is utilized to help build the mood and style of a photograph. Next, we'll go over the importance of having an experienced crew of assistants to help you, the photographer, manage and set the lights so you can focus on the necessary details which can often be overlooked if you are forced to take on these tasks alone.

**For those attendees whose interests surpass the production lectures, we have made models available for you to shoot instead. Just make sure to remember the value of the lectures and do not miss the details of the important aspects of the production and how to get your business side in check!!!**

### Afternoon:

We'll start the afternoon with a round table discussion led by **Gary Cole, Tom Staebler** and the **STC group of master photographers** as we critique work and/or business plans of five designated photographers. Everyone is welcome to join, contribute and listen.

Attendees will then be separated into small groups, one to each set, where your instructors will discuss their lighting philosophies and styles by working with everything from small light set-ups to highly controlled multi-light configurations. **STC** photographers will demonstrate how to achieve the perfect image with strobes as well as with **"what-you-see-is-what-you-get" HMI** constant lighting. Further lectures will cover cutting-edge lighting styles and how to approach and achieve results in some of the most challenging lighting situations.

Finally, there will be a live shoot of an actual pictorial that will be published in an upcoming International issue. Witness how Ales Bravnicar creates his magic and magazine cover for us all to admire and learn from while he explains the critical steps that goes into perfecting an image. This has never been done in any seminar/workshop setting. This is a truly a unique opportunity and as close as one can get to a major real world photoshoot.

### The Second Day - March 23, 2014

Now it's your turn to take all the new tips and tricks you have learned during the first day and step behind the lens for a personal shoot on each of the four sets with **Jarmo, Byron, Ales, and Ric** for one-on-one instruction. This is an amazing opportunity designed to bolster your portfolio with images that are sure to impress even the most demanding of clients.

**While you wait for your one-on-one turn with instructor, we have made models available for you to shoot as to maximize your learning experience ... No downtime!**

**Want to know where you stand with your photography? Sign up** for an image evaluation by **Gary Cole**, Playboy's longtime director of photography for over 35 years, joined by Playboy's longtime **Art-Director Tom Staebler**. These two gentlemen will be available throughout the weekend to review your portfolio as well as give advice and insights about the industry pertinent to your style of photography. *(Bring minimum 12 your best images or more to show Mr. Cole - it could easily open a new door to your photographic career.)* We certainly hope you will take advantage of this very special event. It's been said many times before and holds especially true for our program: "You get what you pay for."

## STC Program & Schedule - Miami Florida March 22, 2014 Saturday – Event Day 1

**8:00 - 8:45 am** Pre-Registration: schedules and badges.

**9:00 - 11:50 am** Opening and introduction by **STC**. Classroom lecture, photography business discussion, slideshow demonstrations, and explanations with each master instructor on how to achieve that perfect photograph. **Gary Cole**, legendary longtime Director of Photography for Playboy Magazine, and Tom Staebler, Playboy's longtime Art Director, **Tom Staebler** offer their insights on what photo editors and art directors are and aren't looking for when they hire photographic talent.

**12:00 - 1:00** Lunch Break. (Sponsored Lunch)

**1:00 - 1:50** Round table discussion led by **Gary Cole, Tom Staebler** and **STC's** group of master photographers as we critique work and/or business plans of five designated photographers.

**2:00 - 6:00** Attendees will be divided into **four groups** with the help of our model ambassadors and prepared to receive an extensive learning experience in (four plus) different lighting situations.

Learn what each light and equipment used on each set does and the purpose behind them as each of the five **STC** instructors guide you through their individual lighting set-up. Learn everything from basic to advanced techniques on how to use a camera and all equipment involved on each set.

Each attendee group will rotate to see each one of our master instructors and their set. During this time, you will be allowed to ask questions and will receive specific answers. Please do not hesitate to ask! An understanding of each lighting situation is crucial to your education. Also come prepared with a list of questions you may want to ask in case your interests are not addressed. This specific demonstration is one on the most important parts of the lecture series. *(While the use of video cameras is prohibited, voice recorders are an acceptable method of taking notes.)*

### Topics:

- Camera basics
- Settings
- Lenses
- Equipment
- Shooting techniques
- Wardrobe
- Hair & makeup
- Directing
- Post-production work
- Marketing
- Getting published

**8:00 pm** - until... We will gather for a more relaxed and informal atmosphere with drinks and good times. This is a great way to enjoy the evening, network, and talk shop. Learn about Playboy's history, working with Hef, and get answers to all your questions about the empire that revolutionized the sexual mores of the time and became the standard for the highest quality of photography. (This invitation is only for Shoot The Centerfold seminar / workshop attendees.) Attendees interested in joining us will receive the address at the end of the first seminar day.

## Sunday – Event Day 2

**9:00 - 10:00** Sunday Registration: schedules and badges.

### Portfolio reviews by Gary Cole and Tom Staebler.

Do you really want to which rung of the photography ladder you are on and how high you should aspire to climb? Here's your chance to sit down with **Gary Cole** and **Tom Staebler** to get candid and practical feedback on your work, your business plan, and your future. Get invaluable insights on how to take your photography career to the next level. *(Space is limited so sign up for portfolio review in advance if possible. See the link on the STC register page.)*

**10:00 - 6:00 pm** Here you will be putting the lessons from Day One into practice. The main group will be divided into four groups, each with an STC Ambassador equipped with schedules. Each group will spend approximately 90 minutes on each of the four various activities with an hour break for lunch. There will also be coffee and snacks available throughout the day.

**While you wait for your one-on-one turn with instructor, we have made models available for you to shoot to maximize your learning experience ... No downtime!**

**1:00 - 2:00 pm** Lunch Break.

**2:00 - 6:00 pm** Continue shooting and learning with our beautiful models...

**6:00 pm** End of day two, seminar summary, closing statements, and certificate ceremony.

SCHEDULE SUBJECT TO CHANGE - [www.ShootTheCenterfold.com](http://www.ShootTheCenterfold.com)



### Saturday Night with STC:

**8:00 pm Until...** We will gather for a more relaxed and personal atmosphere with drinks and good times. This is a great way to enjoy the evening, network, and talk shop. *(This invitation is only for Shoot The Centerfold seminar / workshop attendees.)* Attendees interested in attending will receive the address at the end of the first seminar day.

**Dress code:** Casual and/or upscale.