

Photography Workshops

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Sample Text Suggestions for Social Media Sites

Twitter

Consider tweeting the following or something similar:

“I'm teaching for @ourPPA's #PhotographyWorkshop on (DATE)! Register by September 4 & save \$21!
PPA.com/events/photography-workshops”

or

“Join me for a great #PhotographyWorkshop with @ourPPA on (DATE)! Sign up by September 4 to save!
PPA.com/events/photography-workshops!

Facebook, LinkedIn and theLoop

Update your Facebook or LinkedIn status with similar text we used for Twitter, but here you have more characters to work with! Consider adding your program topic or other information. You can also add a message to your state's community on theLoop, PPA's social network.(link)

“I'm excited to be teaching a program on (your class here) for PPA's Photography Workshops, (DATE)!
Join me in my studio for this great workshop. Register by September 4 and save big!
PPA.com/events/photography-workshops”

or

“Interested in (subject of your class)? Join me for PPA's Photography Workshops on (DATE)! We'll be
learning (take away 1) and (take away 2). Register by September 4 to save!
PPA.com/events/photography-workshops”

Blogs and Forums

Even longer messages can be used on your blogs or the PPA Forums! You can even consider adding your program title, description and maybe even a Google Map link to the location. Keep your post conversational, and tell people why they will enjoy attending your program and what they will bring away from it, or even ask for audience participation. If they attended, what would they like to see from your studio? If you are a repeat instructor, consider adding a photo or complimentary quote about your last class.

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Sample Press Release Copy

FOR IMMEDIATE RELEASE

(Date)

Coming to a Studio Near You!

(CITY, STATE)—Many people have an interest in photography, but how many actually have the skills and knowledge to become a professional? On (DATE, TIME), (NAME) of (STUDIO) in (CITY) will be sharing (HIS/HER) expertise as a professional photographer, helping you (TOPIC OF YOUR CLASS or MAIN THING THEY’LL LEARN).

(LAST NAME’s) class, (“NAME OF CLASS”), is part of a nationwide educational event by Professional Photographers of America (PPA). Called Photography Workshops, these classes occur during a two-week period in September and have been a huge success each year. Known for individual and focused attention, Photography Workshops feature educational classes on diverse topics around the country, hosted by professional photographers.

(BRIEF INFO ABOUT YOUR CLASS – what you’ll cover and why students should come) Discover more about (NAME’s) Super 1 Day class at PPA.com/events/photography-workshops.

(BRIEF INFO ABOUT YOU, about a two-sentence biography, ending with your website).

Professional Photographers of America (PPA), a worldwide association, exists to assist more than 30,000+ members in achieving their professional, artistic, and fraternal goals; to promote public awareness of the profession; and to advance the making of images in all of its disciplines as an art, a science and a visual recorder of history. For more information, visit PPA.com/events/photography-workshops.

Contact: (YOUR NAME)

(YOUR PHONE); (YOUR E-MAIL)

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Sample E-mail/Newsletter Copy

If you distribute e-mail notices or ads to consumers or fellow photographers, you may want to send one about your class (depending on who your preferred students are). Your message should be focused on the unique opportunity your class offers. Below are some ideas:

For fellow photographers:

Subject Line: PPA Photography Workshops are coming to you!

Dear (PERSONALIZE IF POSSIBLE),

Have you been struggling with (PROBLEM THAT YOUR CLASS HELPS FIX)? Have no fear, Super 1 Day is coming to (STUDIO or LOCATION) on (DATE, TIME)—and (NAME) is joining in to share (HIS/HER) secrets to better, more efficient (WHATEVER YOUR CLASS TEACHES).

(LAST NAME'S) class, ("**NAME OF CLASS**"), can help. (BRIEF EXPLANATION OF WHY PHOTOGRAPHERS SHOULD COME & WHAT CLASS TEACHES).

(LAST NAME'S) class, ("**NAME OF CLASS**"), is part of a nationwide educational event by Professional Photographers of America (PPA). Called Photography Workshops these classes occur during a two-week period in September and are known for individual and focused attention.

Improving your (BUSINESS SKILLS or PHOTOGRAPHIC TECHNIQUES) can give you the edge you need to (STAND OUT, BE MORE PROFITABLE, ETC.). Sign up now for this Photography Workshops chance near you: PPA.com/events/photography-workshops.

For consumers (if you have a class that is for beginners):

Subject Line: PPA Photography Workshops are coming to you!

Dear (PERSONALIZE IF POSSIBLE),

If you have an interest in photography and want to move from amateur toward professional, your chance to get the education you need is coming with PPA Photography Workshops! This educational event is coming to (STUDIO or LOCATION) on join (DATE, TIME)—and (NAME) is joining in to share (HIS/HER) secrets for (WHATEVER YOUR CLASS TEACHES). It's the next step to take towards professionalism!

(LAST NAME'S) class, ("**NAME OF CLASS**") will show you how to (BRIEF EXPLANATION OF WHY BEGINNERS SHOULD COME & CLASS DESCRIPTION).

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This class is part of a nationwide educational event by Professional Photographers of America (PPA). Called Photography Workshops, these classes occur during a two-week period in September and are known for individual and focused attention. With its limited class size, (LAST NAME's "CLASS NAME") is perfect for showing you how to achieve the (IMAGES or BUSINESS SKILLS) you've been wanting.

Ready to learn the skills that will help you on your way to professional photography? Sign up now for this Super 1 Day chance near you: PPA.com/events/photography-workshops.