



University Photographers' Association of America
2018 Annual Technical Symposium
Wake Forest University
Winston Salem, NC
June 18-22, 2018

Updates will be made as they are finalized

Monday 6/18

8a to 3p	Board Meeting	Marriott Hanes Board Room
10a to 4:30p	Registration	Marriott Lobby
4p to 5p	First Time Attendees Orientation If this is your first time at a Symposium or perhaps you not been in a few years this meeting will welcome you to the exciting week of seminars and sessions. You will also meet a group of select ambassadors that will be able to help answers questions throughout the week	Marriott Hearn Ballroom Lobby
5:30p to 6:30p	Opening Dinner Business Casual	Wake Forest Welcome Center
7p	Keynote Speaker: Sam Abell Canon Explorer of Light	Wake Forest Welcome Center
9p to 11p	Hospitality Suite Reconnect with friends, meet the sponsors, or chat with a featured speaker. The Hospitality Suite is a continuation of the learning and networking that occurs throughout the week. Do not miss this opportunity to learn from our peers and find new ways to tackle the everyday challenges.	Marriott Hearn Ballroom

Tuesday 6/19

8a	Leave for Campus	Marriott Lobby
8:30a	Group Photo	SFAC Breezeway
8:45a to 10a	Group A- Print Competition Judging Cast your votes for the best photography in higher education and help choose the Photographer of the Year. This competition is both inspirational and competitive. Bring a smart device for voting,	Wake Forest University Hanes Art Gallery
	Group B- Equipment Check Out Canon, Fuji, Nikon, Sony, Tamron This is a chance to talk with the education reps and borrow that piece of camera gear you have been considering, all at no charge.	Farrell Hall
10:15a to 11:30a	Group A- Equipment Check Out Canon, Fuji, Nikon, Sony, Tamron	Farrell Hall
	Group B- Print Competition Judging Bring a smart device for voting,	Wake Forest University Hanes Art Gallery
11:30a to 12:45p	Lunch Introduction and History of Old Salem	Z. Smith Reynolds Library
1p to 2p	Carol Guzy- Sponsored by Nikon Four-time Pulitzer Prize winning photojournalist	ZSR Library Auditorium
2:30p to 6p	Nikon Shoot Out: Sponsored by Nikon In this highly competitive exercise you will have the chance to shoot an assignment and submit one un-altered jpg. Do not miss an opportunity to sharpen your skills and compete against the best in college and university photography. The winner is chosen by Nikon.	Old Salem Museum and Gardens. Note that buildings are open until 4:30pm.
6p	Leave for Dinner	Walk to Marriott; Carpools leave from Visitors Center (no shuttles)
6:30p	Dinner on Your Own Winston Salem offers many choices in local cuisine in a welcoming and easy to navigate downtown setting. Explore local breweries and restaurants.	Downtown Winston Salem
7p	Set Up Help Portrait Event- Volunteers	Sutton Center Gym
9p to 11p	Hospitality Suite- On Your Own	

Wednesday 6/20

8:15a	Depart for Campus	Marriott Lobby
9a to 10:30a	Joe McNally Sponsored by Nikon This Nikon Ambassador is not a stranger to UPAA, he spoke to us in 2009 and in 2015. However this presentation will focus on long term storytelling using Joe's relationship with Engine Company Nine and Ladder Company 6 of FDNY. Do not miss this opportunity to meet and learn from one the best in the business.	Annenburg Forum, Carswell Hall
11a to 12p	Help Portrait Final Set-up Meet with Sponsors and final preparations	Sutton Center Gym
12p	Lunch Box lunch to be eaten when you get a chance.	Sutton Center Gym
12p to 5p	Help Portrait- First Responders In 2014 UPAA held its first Help Portrait Event in Birmingham AL. That event changed the lives of the women at the shelter and the lives of those that participated. This is the 3rd Help Portrait Event for UPAA, we will photograph and print photos for the area first responders, at no charge to them. Beyond the obvious importance of honoring first responders the membership will be able to use the latest in Profoto lighting gear, Nikon and Canon cameras with wireless transmission, and Canon printers. FujiFilm will be providing cameras to document the event and Sony will provide video camera to record interviews. Plan to participate in an event where your photography and skills make a difference and honor those sworn to protect and keep us safe.	Sutton Center Gym
6:30p	Cookout on Campus	North Dining
9p to 11p	Hospitality Suite:	Marriott Hearn Ballroom

Thursday 6/21

8:30a	Depart for Campus	Marriott Lobby
All Day	Trade Show- Meet with sponsors Clean and Check- No charge, 2 piece limit Return loaner gear- noon Pick up Clean and Check by- 4p	Farrell Hall
9a to 10:30a	Patrick Murphy Racey, Sponsored by Sony <i>"Mirrorless Cameras in Higher Education"</i>	Farrell Hall
10:45a to 12:00n	Will and Deni McIntyre- Sponsored by UPAA Will and Deni will talk about how they made the transition from stills to video, and how they employ visual storytelling techniques in both mediums.	Farrell Hall
12p	Lunch	North Dining
1:30 to 5p	Breakout Sessions- Choose Three 1. <i>"Video Skills"</i> - Will and Deni McIntyre 2. <i>"Pre Deadline Social Media"</i> - Patrick Murphy-Racey 3. <i>"The Making of Origins"</i> - Jeff Miller UW, Madison 4. <i>"The Importance of Personal Work: Thrive By Telling Your Story."</i> - Sara Bird, Mich. Tech University Four sessions, each given three times	Farrell Hall
6:30p	Dinner- Foothills Brewing Brewpub Walking distance, about 4 blocks	Downtown Winston Salem
8:30p to 9:30p	Board Meeting	Marriott Parlor
9p to 11p	Hospitality Suite	Marriott Hearn Ballroom

Friday 6/22

8a	Depart for Downtown Campus Walking distance, no parking available onsite	Marriott Lobby
9a- 10a	Kristin Twiford- Sponsored by Libris Kristin will talk about storytelling. Kristin's background in Broadcast news and MTV give her a unique take telling stories.	Wake Downtown
10:30a to 12p	Triple Play and Video Discussion Three members were given an assignment with 10 minutes to photograph it. This is designed to replicate a scenario all too familiar to a university photographer. Wake Forest multimedia director Mike Shaw videotaped their photoshoots, and created a short video for each member. Mike will lead off with a 30 minute presentation on creating high quality storytelling social media videos with an iPhone, then we'll see the three photoshoots and the members will talk about their work and present their results.	Wake Downtown
12p	Lunch	Wake Downtown
1:30p to 2:30p	Business Meeting The state of UPAA and the future plans for the organization will be discussed. This is your opportunity to have a voice in your organization.	Wake Downtown
5:30p	Leave for Campus	Marriott Lobby
6p	Awards Banquet- Business Casual Find out who won the Nikon Shoot Out, The APC and MIC, and who won the Photographer of the Year.	Magnolia Room Reynolda Hall
9p to 11p	Hospitality Suite	Marriott Parlor

Partners Program

Subject to change based on weather and interest of the group

Monday 6/18

5:30p to 6:30p	Opening Dinner Business Casual	Wake Forest Welcome Center
7p	Keynote Speaker: Sam Abell Canon Explorer of Light	Wake Forest Welcome Center

Tuesday 6/19

9a to 3:30p	Old Salem Museum and Gardens	Marriott Lobby
3:30p to 6p	Nikon Shoot Out with Photographers	Old Salem Museum and Gardens
6p to 8p	Dinner on Your Own	Downtown Winston-Salem

Wednesday 6/20

9a to 3p	Habitat for Humanity	Marriott Lobby
6p	Cookout on Campus	North Dining

Thursday 6/21

9:30a to 12p	Reynolda House Museum of American Art	Marriott Lobby
12p to 1:30	Lunch (TBD)	
2p to 4p	Metalworking Class	Sawtooth School for Visual Art
6:30p	Dinner- Foothills Brewing Brewpub	Downtown Winston Salem

Friday 6/22

9a

Hike at Pilot Mountain State Park

Marriott Lobby

12p

Lunch

Jolo Winery

6p

Awards Banquet- Business Casual

Magnolia Room
Reynolda Hall