

Chris Wooley

M. Photog, Cr. CPP, PPW-F



2021
Speaker
Packet

Chris Wooley

M. Photog. Cr. CPP, PPW-F



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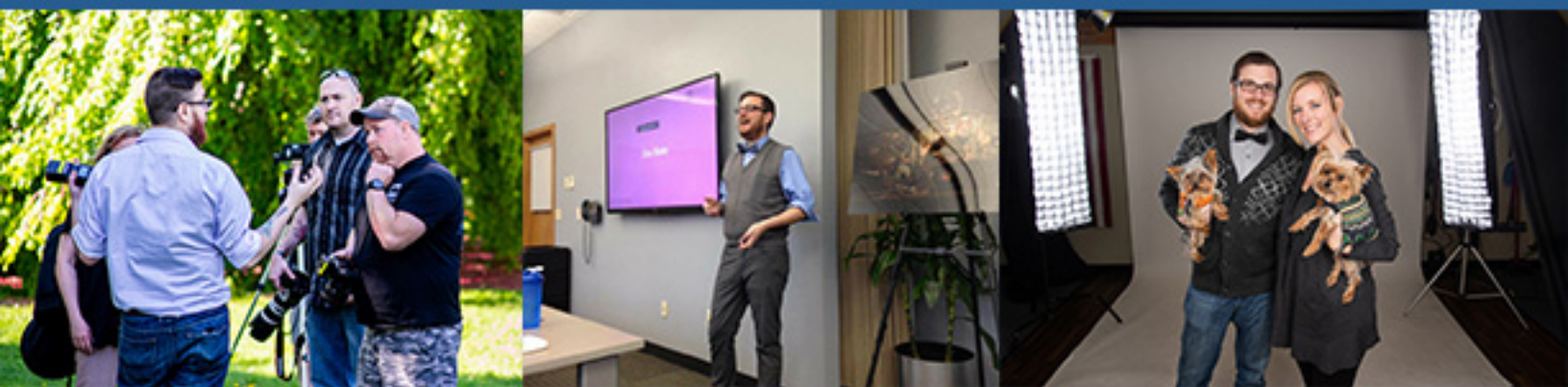
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Chris Wooley is a photographer and educator with a retail portrait studio in Spokane, Washington where he specializes in Vintage Inspired Portraits and Commercial Business Portraits. He holds the Master Photographer and Photographic Craftsman degrees and Certified Professional Photographer status from the Professional Photographers of America, where he also serves as a counselor, advocating for photographer rights. He is a past-President of the Professional Photographers of Washington. Chris has won numerous print awards, including multiple Fuji Masterpieces, ACI's Image Excellence, and various state "best of" awards. He is a recipient of the prestigious "PPA National Award" for his contributions towards the photographic industry. Chris helps photographers learn and hone their craft by presenting at workshops, conferences, and meet-ups across the US.

Degrees

MASTER PHOTOGRAPHER
Professional Photographers of America

PHOTOGRAPHIC CRAFTSMAN
Professional Photographers of America

CERTIFIED PROFESSIONAL PHOTOGRAPHER
Professional Photographers of America
+ CPP Liaison

FELLOW PHOTOGRAPHER
Professional Photographers of Washington

PAST-PRESIDENT
Professional Photographers of Washington

PPA COUNCILOR
Professional Photographers of America

PROFESSIONAL MEMBER
Professional Photographers of America

PROFESSIONAL PLUS MEMBER
Professional Photographers of Washington

PROFESSIONAL MEMBER
American Society of Photographers

Recent Features

WASHINGTON PHOTOGRAPHER MAGAZINE
Multiple Issues, 2020, 2019, 2018, 2017,
2016, 2015, 2014

DIGITAL PHOTO CANDY
2020, 2019 - Websites and webinar features

THE PROFITABLE PHOTOGRAPHER
2020 Webiner Feature

AMERICAN COLOR IMAGING
2020 - Meet The Mentor Series

FUJI COLOR
Social Media Feature

IPS MASTERMIND
Multiple Features, 2019, 2018, 2017

JPEG MINI
Blog Feature 2019

SPOKANE CDA LIVING MAGAZINE
2018 Multi-Page Spread

Recent Awards

PPA NATIONAL AWARD
2019

Portrait Photographer of the Year
2020 Professional Photographers of Washington

Artist of the Year
2020 Professional Photographers of Washington

Best Mixed Case Aggregate
2020 Professional Photographers of Washington

ARTIST: Best Portrait Entry
2020 Professional Photographers of Washington

ARTIST: Best Wedding Entry
2020 Professional Photographers of Washington

PORTRAIT: Best Animal
2020 Professional Photographers of Washington

PORTRAIT: Best Man
2020 Professional Photographers of Washington

PORTRAIT: Best Woman
2020 Professional Photographers of Washington

PORTRAIT: Best Entry
2020 Professional Photographers of Washington

COMMERCIAL: Best Unclassified
2020 Professional Photographers of Washington

Fuji Masterpiece Award (x2)
2020 Professional Photographers of Washington

ACI Excellence in Imagery
2020 Professional Photographers of Washington

Certified Professional Photographer: Best Aggregate
2020 Professional Photographers of Washington

American Society of Photographers: Best Entry
2020 Professional Photographers of Washington

Bronze Photographer of the Year (x2)
2019 Professional Photographers of America



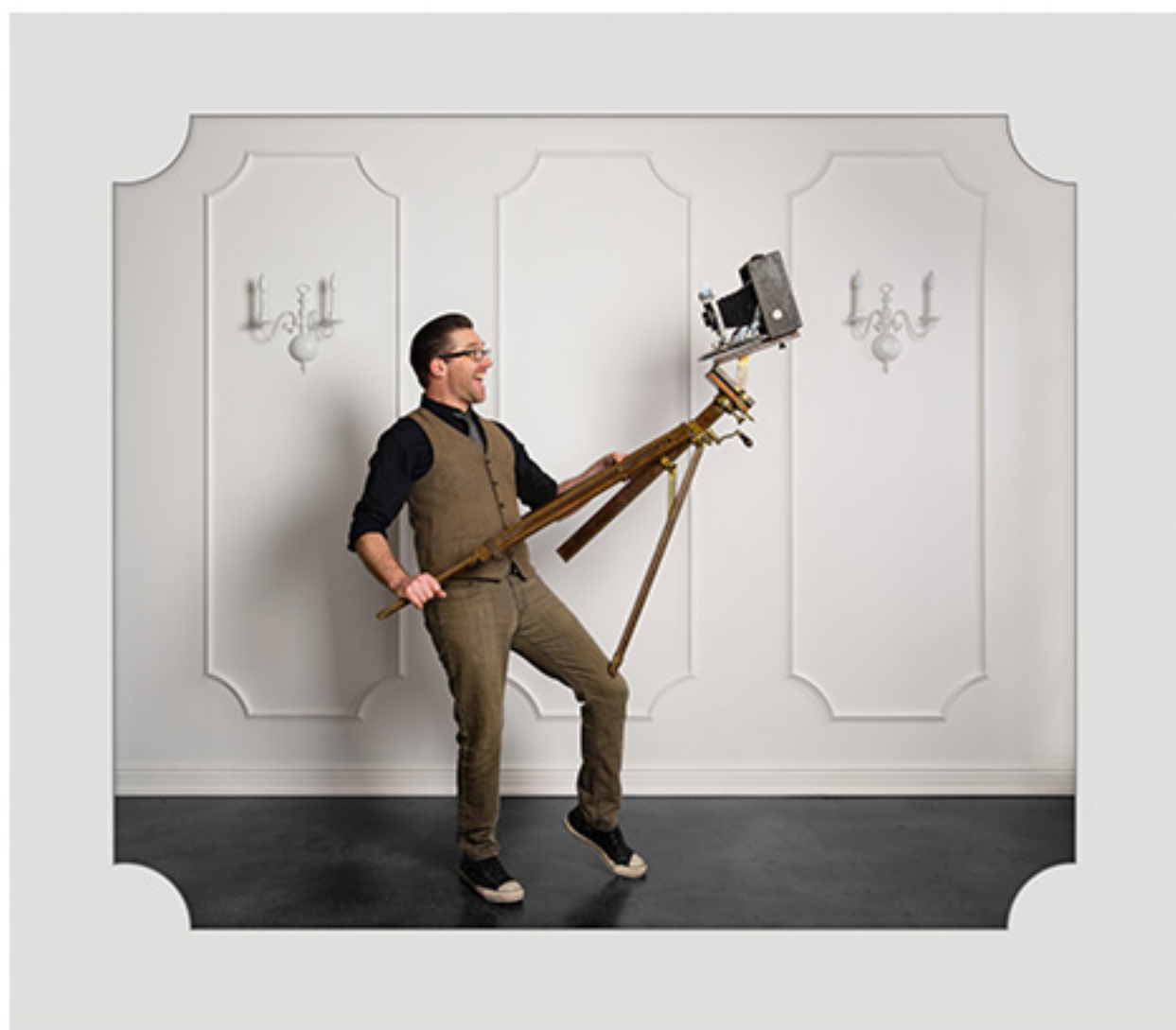


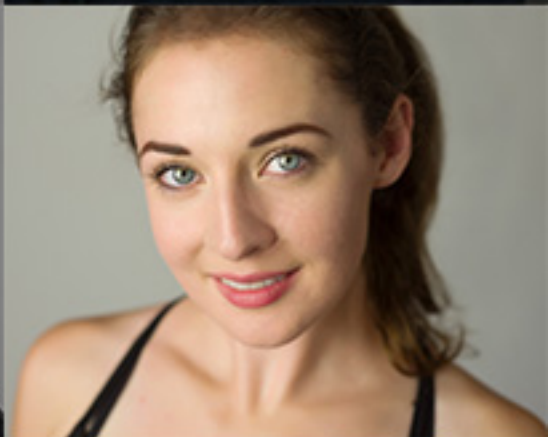


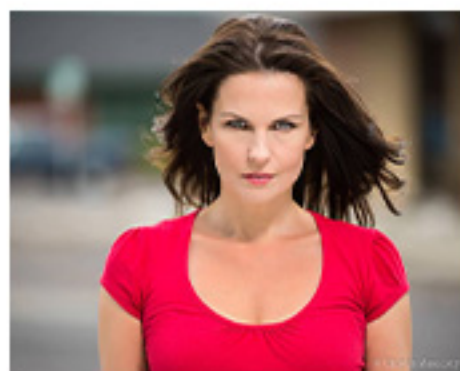












SECRETS TO HIGH-IMPACT HEADSHOTS

Save time and frustration by learning some of my favorite tips and tricks when crafting a headshot with impact! In this short and energetic presentation, photographer and educator Chris Wooley will show you some of his favorite techniques for crafting a headshot with purpose that your clients will love. Walk away with practical strategies for personalizing your session, balancing lighting and style, and being efficient in your process.

Key Takeaways

Headshots v. Portraits
Finding Purpose
Business Workflow
Lighting Tricks
Posing Tips
Gear Suggestions
Commodity Based Business
Understanding Style
How to get the Perfect Expression

TIME: 1.5 - 6.5 hour (flex)
TRACK: Business / Technique
GENRE: Headshots
SKILL: All Levels
DEMONSTRATION: Available
VIRTUAL: Available

Thanks for a great presentation.
One of the best we've had.

-Jim Skintauy, PPSCV





THE PIN-UP EXPERIENCE

Learn about adding boudoir's classy cousin to your studio offerings. The pin-up lifestyle has a cult following with modern women - be it the romance of an era past, the rockabilly revitalization, or flatter of posing for larger ladies. Pin-ups are here to stay! Learn the basics in this demonstrated workshop. We will look at pin-up styles, lighting, posing, and coaching for photographers. Learn what to look for in a make-up artist, as well as what you need to know to add pin-ups to your product line.

Key Takeaways

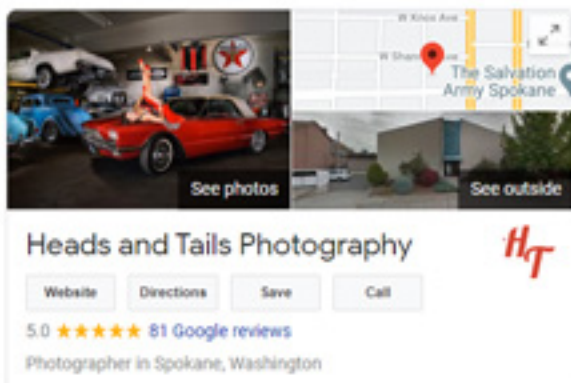
History of Pin-Up
 Why Clients Love It
 Themes and Styles
 Creating the Experience
 Pin-Up Lighting
 Posing and Coaching
 Hair & Make-Up
 Clothing and Props
 Post-Production
 Previewing / Sales

TIME: 1.5 - 6.5 hour (flex)
TRACK: Business / Demonstration
GENRE: Boudoir / Pinup
SKILL: All Levels
DEMONSTRATION: Yes
VIRTUAL: Not Available

I really enjoyed Chris's teaching style, he was thorough and answered all of my questions.

-Sonja Yearsley, PPW





LEVEL-UP YOUR **SEO**

Non-Techy tips for increasing your website rankings! Search Engine Optimization (SEO) is the official tech word for our ranking or position when someone does a search for your business. The better your SEO the higher your website will show up when someone does a search looking for a photographer. Having a well ranking website can be a great way of attracting new clients.

Key Takeaways

SEO Fundamentals
Google My Business
Local SEO
Blogging Strategies
Understanding SERP
Keywords
FAQs

TIME: 1.5 hour
TRACK: Business
GENRE: Marketing
SKILL: Beginner
DEMONSTRATION: No
VIRTUAL: Yes

going to have to listen to Chris's
recorded presentation a couple of
times, lots of information shared

-Tommy Stanley

