



**PHOTOPIA
HAMBURG**

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Press Release

Creative Content Conference @ PHOTOPIA 2022: The program of the three-day conference is now online

After last year's successful launch, the **Creative Content Conference @ PHOTOPIA 2022** is back. From **October 14 to 16, 2022**, the conference for professional photographers and content creators will present a diverse program. The three conference days will each have a thematic focus: **"Wedding & Portrait"** on Friday, **"Editorial & Documentary"** on Saturday and **"Commercial & Lifestyle"** on Sunday. The first part of the conference program is now online and will be supplemented by further highlights in the coming weeks.

Hamburg, August 04, 2022 - **On Friday**, October 14, the Creative Content Conference will be all about current trends in **wedding, portrait and people photography**. The wedding photographer duo Julia & Gil will kick things off with their talk "More is not the solution - Higher sales with less work". In addition to other presentations by Michael Taterka, among others, with "I'm not a wedding photographer" or Kerstin and Paul Rockstein on the topic of "The Power of Nudging - How we turn our customers into brand ambassadors", there will be an informative industry talk by the bpp (bund professioneller portraitfotografen), which has assumed patronage for the first day of the conference.

On Saturday, October 15, as part of the main topic **"Editorial & Documentary"** photojournalists Ksenia Kuleshova and David Klammer will speak about "Personal Long-Term Projects and Assignments: Preparation, Process and Highlights" and "The Other View - Creating Synergies between Freelance Projects and Commissioned Productions". The DOCKS collective of photographers will report on their documentation of the flood disaster in the Ahrtal, before the day concludes with a panel discussion by the Female Photoclub on the question "Career or child - how to reconcile parenthood and self-employment".

Finally, on the last day of the Creative Content Conference, **Sunday**, October 16, the focus will be on **commercial and lifestyle photography**. Here, among others, Bob Sala will give personal insights into his way of working with his lecture "The Soul of the Barman - Light Remarks on the Multivolume Works of a Day Laborer Poet", before there will be helpful tips from Felix Brauner, Caroline Gerst and Marcel Kusch for career starters with "How to Start - 3 Young Photographers about their Career Start ". In addition, Silke Güldner will shed light on the background and factors of a professional fee structure in her presentation "From Inquiry to Order - Fees, Rights of Use and Customer Communication". The highlight at the end of the Creative Content Conference will be a talk by photographer Joachim Baldauf on the changing face of advertising portrait photography in the age of social media. The program is under the patronage of the Berufsverband Freie Fotografen und Filmgestalter e. V. (BFF e. V. / professional association of freelance photographers and film designers) and is actively co-designed by the BFF Academy.

The program of the Creative Content Conference @ PHOTOPIA 2022 is available here: <https://www.photopia-hamburg.com/programm/creaconcon/programm>

Get your ticket now!

The 3 Day Creative Conference Ticket is available for € 199 in the PHOTOPIA Ticketshop, day tickets already for € 89. Admission to PHOTOPIA at a single price of € 25 for a day ticket is included in the conference rate on the days booked.

PHOTOPIA Hamburg "1 Festival - 4 days live - 365 days online".

From October 13-16, PHOTOPIA Hamburg will provide a new home for the digital imaging industry. The unique event format is a triad of PHOTOPIA Summit, where new products and services are brought to life in an inspiring environment, PHOTOPIA City with exhibitions and photo walks, and PHOTOPIA 365, an exclusive online community area. Companies with products and services related to the trendy topic of imaging are expected to attend. Visitors are all those whose passion and business is photography and filming. In addition to influencers, professionals, semi-pros, hobby photographers, retailers and people interested in photo culture, this explicitly includes smartphone users who use their cell phones to take, edit and share photos and videos.

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