
















aim schedule

animal • image • makers

DAY 1 - THURSDAY, APRIL 13, 2023				
8am - 6pm	Registration			
9:00am - 12:30pm	 PRE-CON 1: Sandra Pearce: <i>Painting with Photoshop</i> <i>[Wed+Thur class]</i>	PRE-CON 2: Belinda Richards: <i>Pet Photography & Photoshop: The Dream Team</i>	PRE-CON 3: TAMRON Alex Cearns: <i>Finding Light and Backdrops Anywhere</i>	PRE-CON 5: Beth Brinston: <i>The Secret of the Album</i> , <i>Upsell</i> 
1:30pm - 5:00pm		PRE-CON 4: TAMRON Alex Cearns: MIND YOUR BUSINESS!	PRE-CON 6: Laurie Gregory: <i>Show Dogs</i>	
7:00pm - 10:00pm	 Opening Party			

DAY 2 - FRIDAY, APRIL 14, 2023		
7:00am - 8:30am	Registration	
8:00am - 9:15am	Alex Cearns: <i>The Magic of Photography</i>	TAMRON
9:30am - 11:30am	J. Nichole Smith: <i>Marketing Psychology of a Premium Pet Photography Brand</i>	
11:30am - 1:00pm	LUNCH BREAK (On Your Own)	
1:00pm - 3:00pm	 Gena Tussy: <i>Fluffy Butts for Fun & Profit</i>	Sandra Pearce: <i>Painting Tips and Tricks</i> 
3:15pm - 5:15pm	 Ellen Zangla: <i>Profit for a Purpose: Running Successful Pet Fundraisers</i>	Belinda Richards: <i>Look Who's Talking Now! Give Your Subjects A Voice With Compositing</i>
7:00pm	AIM After Hours Event	

DAY 3 - SATURDAY, APRIL 15, 2023		
8:00am - 10:00am	Ann O'Neill Deal: <i>The Other End of The Lens: It's a Dog's World; Let's Capture It</i>	Angela Lawson: <i>It's Not All About the Dogs</i> 
10:15am - 12:15pm	 Alisha Cline: <i>The Science of Dog Learning & How to Apply it to Your Sessions</i>	Travis Patenude: <i>The Power Of Storytelling Through Photography</i> UAF 
12:15pm - 2:00pm	LUNCH BREAK (On Your Own)	
1:00pm - 5:00pm	TRADESHOW	
5:00pm - 6:00pm	DINNER BREAK (On Your Own)	
6:00pm - 7:00pm	Ronan Ryle: <i>The 4-Essentials To Creating A Profitable Portrait Business</i>	 
7:15pm - 8:45pm	Darrell Gulin: <i>Wildlife On All Seven Continents</i>	

DAY 4 - SUNDAY, APRIL 16, 2023	
8:00am - 10:00am	J. Nichole Smith: <i>Commercial Pet Photography</i>
10:00am - 12:00pm	TRADESHOW
12:00pm - 1:00pm	LUNCH
1:00pm - 3:00pm	Erin Bonilla: <i>Up Your Follow-Up</i> 
3:15pm - 5:15pm	Bryan Welsh: <i>The Power of Self Belief - Abolishing the Imposter Syndrome</i>
6:30pm - 7:30pm	Closing Party: Happy Hour
7:30pm	Closing Party: Banquet and Print Competition Awards