



AEACADEMY 2019

10th edition

November 2 - 3 - 4 / Palariccione - Convention Center

THE FUTURE TAKES SHAPE

The photography of the next decade

AE ACADEMY 2019 CONVENTION PROGRAM

SATURDAY NOVEMBER 2

c/o Palariccione - 3° floor "Sala Concordia"

- 9.00 **Accreditation and Welcome coffee**
- 10.00 **Maurizio Morini, Giacomo Gasperini, Flavio Bandiera, Prisca Caroli**
Opening: presentation of AE Academy 2019
- 10.10 **Maurizio Morini with Lorenzo Perre**
The 21° century photographer: overview on an evolving business. The innovation program.
Guests: **Vogue Italia, Lucia Chierchia (Gellify), Elena Givone, Edoardo Salvucci (Facebook), Warne Noyce, Carlos and Susana Cobo, Brian Ozegovich**
- 12.30 **Lunch** c/o Palariccione - 5° floor "Riccione City Eye"
- 14.00 **Settimio Benedusi**
Photography is easy: even photographers can do it
- 15.30 **Luca Pianigiani**
A new photography or a new photographer?
- 17.00 **Maurizio Morini, Flavio Bandiera and Prisca Caroli**
Presentation of Masterclass program
- 17.30 End of works
- 20.30 **Maurizio Morini, Flavio Bandiera and Prisca Caroli**
AE PHOTOGRAPHY AWARDS 2019
- 21.00 **Dinner and party**
c/o Palariccione - 3° floor "Sala Concordia"

SUNDAY NOVEMBER 3

c/o Palariccione - 3° floor "Sala Concordia"

- 9.00 **Accreditation Masterclass**
- 9.30 **Maurizio Morini and Flavio Bandiera**
Opening

- 9.40 **Flavio Bandiera interviews Riccardo Pieri**
Selling methods for the next decade photographer
- 10.30 **Erin Hernandez-Reisner**
Anti-selling approach
- 11.30 **Tommaso Sorchiotti**
We do not see PHOTOS for how They are, but for how We are
- 12.30 **Lunch** c/o Palariccione - 5° floor "Riccione City Eye"
- 14.00 **Anthony Smith**
To serve the customer and achieve results, taking care of oneself
- 16.00 **Andrea Mainetti and Giacomo Gasperini**
Album Epoca community: an example of convergent marketing
- 17.00 End of works
- 20.30 **Dinner**
(only for the Masterclass attendees of November 4)

MONDAY NOVEMBER 4

Shooting - c/o Tenuta Mara (lunch included)

- 10.00 - 17.00 **WEDDING** - Michael Anthony
- 10.00 - 17.00 **PORTRAIT** - Bambi Cantrell
- 10.00 - 17.00 **MATERNITY** - Kristina Reche
- 10.00 - 17.00 **BOUDOIR** - Francisco Guerrero

Classroom Masterclass - (lunch included)

- 10.00 - 17.00 **Stefano Lista and Team Album Epoca**
WORKFLOW ORGANIZATION AND THE IDEAL PRESENTATION OF PRODUCTS
- 10.00 - 17.00 **Gianluca Catzeddu**
POST-PRODUCTION CHARACTERIZATION

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