

Adobe Photoshop **Lightroom 3** **LIVE** TOUR

The new digital photography workflow using Lightroom and Photoshop.



The Most Popular Adobe Photoshop Lightroom Seminar Tour in the World!

Join KelbyTraining LIVE and Adobe Systems for the most popular Photoshop Lightroom seminar tour on the planet! With over 40,000 professional and amateur graphic designers, photographers, and other creatives trained at our events each year, it's no wonder KelbyTraining LIVE is considered the best live training experience available anywhere for the price.

KelbyTraining LIVE has been training Photoshop users for over 15 years. Each seminar is instructed by world renowned Photoshop experts and creative gurus. Don't miss your chance to see Photoshop & Lightroom expert, Matt Kloskowski, as he shows you an insider's view of Lightroom. You'll be amazed how much you can learn in one day!

Location and Date COMING TO A CITY NEAR YOU!

You can't afford to miss this!
One full day, five info-packed classes

ONLY \$99
 \$79 for NAPP Members

Visit www.KelbyTrainingLIVE.com or call 800.201.7323 to register. Seating is limited. Tuition is per person and includes all sessions.

100% Money-Back Guarantee

Tens of thousands of previous attendees have told us that we deliver the best Photoshop, photography and creative design seminars ever, at any price. But if you have attended any of our events and don't agree, we will refund your tuition. Visit www.KelbyTrainingLIVE.com or call 800.201.7323.

Official Sponsors



Ps The Official Adobe Photoshop Seminar Tour

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REGISTRATION OPTIONS

BY PHONE
 800.201.7323

BY FAX
 813.433.5015

BY MAIL Kelby Media Group
 PO BOX 1974, Oldsmar, FL 34677

ONLINE www.KelbyTrainingLIVE.com

Seminar Reservations for Adobe Photoshop Lightroom 3 LIVE Tour

I will be attending: City _____ Date _____

Name(s) _____

Company _____



Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

E-mail _____ Platform Mac PC

Payment Information

Please charge my:   * Exp. Date _____

Acct. # _____

Cardholder's Name (please print) _____

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Purchase Order Number (PO) _____

Enclosed is a check payable to: "Kelby Training"

Confirming a phone reservation

I am a NAPP Member (only \$79). Membership # _____

I am not a NAPP Member (\$99).

Registration lines are open weekdays from 8:30am to 7:00pm EST.

100% MONEY-BACK GUARANTEE
 Kelby Training LIVE consistently strives to bring you the best value in professional training seminars. For more than a decade, we've trained thousands of Photoshop users, photographers, graphic designers, and other creatives throughout the U.S., Canada, and the world. Our attendees have told us that our seminars offer the best real-world training available anywhere and at any price. However, if at the end of the day you are not 100% satisfied please contact one of our customer service representatives at 800.201.7323, and we'll gladly refund your full tuition.

ATTENDANCE IS REQUIRED TO QUALIFY FOR MONEY-BACK GUARANTEE.

SEMINAR HOURS
 Check-in begins at 9:00am. The seminar lasts from 10:00am to 5:00pm with a one hour break for lunch.

DRESS CODE
 Casual. Jeans/shorts welcomed.

TAX DEDUCTION
 The expense of continuing education, when taken to maintain and improve professional skills, may be tax deductible. Please contact your accountant for details.

CANCELLATION POLICY
 If you are already registered and can't attend, you are welcome to send someone in your place or receive a credit toward a future seminar. If you cancel your registration up to six business days prior to the seminar, we will refund your registration fee less a \$15 enrollment charge. Credit requests must be received within 10 business days of the event.



"If you love digital photography, but the managing, sorting and developing of hundreds of images is really bogging you down, then this seminar is for you. You'll learn how to use Adobe Photoshop® Lightroom® and Adobe Photoshop® to unlock the secrets of the 'New Digital Photography Workflow'... and, you'll see it all live."

Scott Kelby, Editor-in-Chief, *Photoshop User* and #1 best-selling computer and technology book author worldwide.



**COMING TO:
 A CITY NEAR YOU**

WWW.KELBYTRAININGLIVE.COM

Adobe Photoshop® Lightroom 3 **LIVE TOUR**

The new digital photography workflow using Lightroom and Photoshop.

It's LIVE From Start To Finish

Get ready for the best Photoshop® Lightroom® training on the planet! You'll be taught by Matt Kloskowski, one of the world's top Lightroom experts. Sit tight as he shows you an insider's view of Lightroom. From start to finish, from image capture to final print – you'll see it unfold right in front of you, as you learn step-by-step how to take control of your digital photography workflow.

This seminar will teach you how to take your photography to an amazing new level of productivity, efficiency, and fun with real world insider techniques that will make your life easier, and free your time so you can do what you really want with your photography.

The day begins by taking photos right into Lightroom so you see the entire process from beginning to end. You'll learn how to set up Lightroom the right way from the start, to save you hours of wasted time and frustration. You'll learn how to edit your RAW, TIFF, and JPEG images like a pro, and use Photoshop and Lightroom seamlessly to dramatically increase your productivity and enhance your workflow.

You'll be shown the step-by-step process for setting up and customizing a professional presentation of your photography for clients that highlights your creativity and the quality of your work. And, you will be taught exactly how to set up your system for printing success, and automate the whole process, so you can just sit back, print, and get amazing results that look exactly the way you wanted them to, plus much, much more.

Learn From Photoshop Expert Matt Kloskowski

Matt's business card says, "Photoshop Guy" because best-selling author, Photoshop instructor (for conferences, seminars, workshops, online training, DVDs, etc.), photographer, co-host of *PhotoshopUser TV*, blogger and podcaster for *Photoshop Killer Tips* and *Lightroom Killer Tips* (the Web's #1 Lightroom resource), *Photoshop User* magazine contributor, and Education and Curriculum Developer for the National Association of Photoshop Professionals (NAPP) doesn't fit.

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What Attendees are Saying

"I've found that Matt makes Lightroom look easy, so easy that it doesn't seem scary or impossible. I'm faster, more productive, and better with Lightroom than I ever thought possible."

"Matt saved me a ton of time and dramatically improved my results! He's amazing at giving a lot of detailed info clearly and in a short time."



Included When You Attend

- Detailed Seminar Workbook
- Copy of *Photoshop User* Magazine
- Lightroom Keyboard Shortcuts
- Goodies Digital Downloads



Who Should Attend

- Digital and Traditional Photographers
- Educators & Students
- And anyone else who wants to get the most out of Photoshop.
- Professionals and Amateur Photographers
- Photoshop Users

Who Has Attended

3M | Agfa | Anheuser-Busch | Auburn University | Bausch & Lomb | Bic | Boeing | Chrysler Corporation | CNN | Coca-Cola | Crayola | Delta Airlines | Dow Jones/Wall St. Journal | duPont | Dreamworks | Eastman | FedEx | Foote Cone & Belding | Ford Motor Co. | General Mills | General Motors | Gillette | Goodyear | GTE | Hallmark Cards | Harvard Medical School | Hewlett-Packard | Honeywell | IBM | Kinko's | Kodak | Lockheed/Martin | McDonnell Douglas | Miami Herald | NASA | National Air and Space Museum | National Enquirer | NBC | NEC | Pixar | Polaroid | PricewaterhouseCoopers | Prudential Insurance | Reebok | St. Petersburg Times | Smithsonian Institution | Sony | Tampa Tribune | Texas Instruments | United Airlines | USAF | USA Today | UPS | Walt Disney Company

Seminar Class Schedule

Setting Up Photoshop Lightroom: The Right Way from the Start 10:00 – 11:00 am

We start the day by bringing photos into Lightroom so you can see the entire process from beginning to end. You'll see how to set up Lightroom and manage your photos the right way from the start to save you hours of wasted time and frustration. You'll learn our streamlined workflow so you'll work faster and more efficiently when it comes to finding your keepers and keeping them just a click away. Plus we'll show you how to make the most of built-in automation tools and dozens of shortcuts to keep you way ahead of the competition.

Editing RAW, TIFF and JPEG Images like a Pro 11:15 am – 12:15 pm

Lightroom lets you process RAW, TIFF and JPEG images using the same tools, but it's what you do in the Develop module that makes all the difference in the world. You're going to learn which tools to use when, which ones to avoid, and how to unleash the power of Lightroom's Adjustment Brush for selective adjustments in your workflow. You'll see exactly what to do, and in what order, to work as efficiently as possible, and you'll learn the latest techniques in Lightroom 3's groundbreaking noise removal as well as sharpening, contrast, and adjusting individual areas of your image.

LUNCH BREAK 12:15-1:15 pm

Using Lightroom 3 with Photoshop 1:15 – 2:15 pm

Lightroom 3 lets you handle an amazing amount of image editing, but there are times where you're going to need to jump over to Adobe Photoshop for things Lightroom wasn't designed to do. In this session, you'll learn how (and more importantly when) to use Lightroom and Photoshop together for a seamless workflow that gives you the ultimate in power and speed. You'll learn exactly how these two applications work in concert to give you incredible creative potential – from serious retouching to adding special effects. Plus you'll learn some very cool Photoshop techniques along the way.

Showing Your Work To the Client 2:30 – 3:45 pm

Lightroom 3 has some very powerful tools for photographers to create online proofs and do client presentations that can now be saved to video so you can play them anywhere. In this session you'll learn the step-by-step process for setting up and customizing a professional presentation that highlights your creativity and the quality of your work. Plus, if you've ever wished you had a really efficient way to let your clients, friends, or family view your work on the Web, you'll be amazed at what you'll learn in this eye-opening session.

It's All About the Print! 4:00 – 5:00 pm

The printing features of Lightroom make it arguably the best program for printing photographic images ever. And with the new custom layout feature in Lightroom 3, you now have total control over printing one or several photos to a page. In class, you'll learn exactly how to set up your system for printing success, and automate the whole process, so you can just sit back, print, and get predictable results that look exactly the way you wanted them to. We'll cover everything from setting up Lightroom's color management to configuring the print settings so you'll get quick, reliable results, while side-stepping some common printing problems. We wrap up the day by bringing it all together by showing you the full beginning-to-end process; you'll see it all, from taking the images into Lightroom, sorting, process, proofing, and even outputting the print right in class.