

Joe McNally's
**THE POWER OF
ONE FLASH**
seminar tour
FOR PHOTOGRAPHERS OF ALL SKILL LEVELS



COMING TO A CITY NEAR YOU!
SAVE \$10 WHEN YOU REGISTER EARLY

Push Your Creativity to the Limit with Photoshop

Stunning photography is often the result of creating great light. In just one day, you can learn – at any skill level – how to conquer lighting problems with tactical solutions, simple gear and small flashes.

What You'll Take Home

- A Detailed, step-by-step workbook
- An issue of *Photoshop User* magazine
- *Light, Shadow, and Motion* Digital Download
- Lighting knowledge you can immediately use



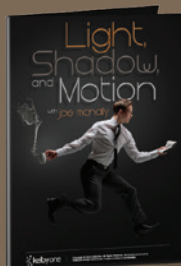
Full Day of
Expert Training
Only **\$89**
(regular price \$99)

REGISTER EARLY AND SAVE \$10

Pay only \$89 when you register at least 10 days prior to your seminar.

FREE BONUS
when you attend!
(a \$49.95 value)

Join Joe for a comprehensive look at "*Light, Shadow, and Motion*"



Money Back Guarantee

"We're so confident that you'll love our training that we offer a 100% money-back guarantee. If you don't agree that it's the best training you've ever received anywhere, for any price, we'll gladly give you a full refund."

To register, visit kelbyonlive.com or call 800.201.7323

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The Power of One Flash Tour, with Joe McNally, is an energy-packed, fast-paced look at one of the industry's best shooters and teachers as he works his way through all types of approaches to the age-old question of how to create great light, simply, fast, and while under pressure. Don't miss this chance to spend a day mastering lighting with one of the planet's most renowned photographers and lighting experts!

— Scott Kelby



Schedule

REGISTRATION BEGINS AT 9:00 AM



10:00–11:00 AM

ONE HOUR, ONE FLASH: THE BASICS OF CREATING GREAT LIGHT

- Simple bouncing techniques
- Redirect off camera flash
- Cameras relationship to speed light
- Using built-in onboard flash



11:15 AM – 12:30 PM

BIGGER LIGHT REALLY IS BETTER

- How to work with just one light
- Creating change with light shaping tools
- Getting more with one light

LUNCH BREAK



1:30–2:30 PM

MAIN LIGHT, FILL LIGHT: THE TWO LIGHT TWIST

- Defining relationships between different lights
- Using compact umbrella, soft boxes and more
- Creating more possibilities with a second light



2:45–3:45 PM

ADVANCED LIGHTING TECHNIQUES MADE SIMPLE

- High speed sync, rear curtain sync and more
- Diffuse source to achieve bigger light
- Using gels and speedlights



4:00–5:00 PM

THE BIG AND SMALL OF FLASH

- Using sophisticated light-shaping tools
- The ease of bigger power packs
- Big diffusers and soft boxes
- Making big and small flash work together



Spend your Day with a Legend

Grab an all-access pass that puts you face to face with internationally acclaimed photographer, Joe McNally. With a career that spans over 30 years working with names like Sports Illustrated, LIFE, and National Geographic, Joe's versatility and experience will guide you through simple solutions, tactics and strategies to solving lighting problems using simple gear and small flashes. No matter what your experience level, Joe's dynamic way of teaching makes learning professional techniques simple, fast and fun.



"Joe gives a lot of *why* behind the *what*. His explanations are brilliant, honest and effective!"

– P. Hayashi, Attendee

