

# Aaron Hockley

M.Photog.Cr., FP-OR, HFP-OR

2022 Speaking Information

# Welcome & Introduction

Thanks for considering me for your event!

I'm excited to work together to best serve your audience; attention can be scarce lately, and I want to deliver the best experience to help your attendees come away with as much practical value as possible.

My goal is to help you have a successful event, and in these pages you'll find information that will help us succeed both at the event and in the lead-up in various online media.

If you have questions, contact me at [aaron@techphotoguy.com](mailto:aaron@techphotoguy.com) or 360-818-4449.

Thank you,

Aaron Hockley



# Headshot & Biography

Aaron Hockley is a photographer, author, and speaker who merges his expertise in photography and technology to help others find success.

He's a PPA Master Photographer and Photographic Craftsman and has represented Team USA in the World Photographic Cup. Aaron writes and speaks about technical aspects of photography, photo businesses, and the industry as a whole and has spoken to audiences of photographers, marketers, and media professionals on stages of all sizes nationwide. His recent ventures have focused on how Artificial Intelligence is impacting how photographers capture, edit, and manage their images with an eye toward the shifting future of the industry.

Aaron is the author of *The Computer Ate My Photos: Artificial Intelligence and the Future of Photography*. He lives near Portland, Oregon with his family.



# Flexible Speaking Arrangements

Aaron is available for either traditional in-person speaking and workshops as well as high-quality online programs. Almost all of his programs can be held either in-person or online.

For in-person events, we can make the most of the trip for everyone by exploring options to have Aaron serve as a speaker, judge, and/or resource for PPA affiliate leaders.

His virtual programs offer a great experience for attendees as well, with professional- quality audio, video, and presentation capabilities offering a great experience for attendees without incurring any travel expenses.



# Current Programs

- **The Artificially-Intelligent Photographer:** AI is impacting how we capture, edit, and manage our photography. A look at the current environment and how photographers can embrace AI for productivity and profitability. (60-90 minutes)
- **Professional & Profitable Event Photography:** With over 12 years of event photography experience under his belt, Aaron offers a look at special events (other than weddings) with an eye towards offering a professional product in a profitable way. This can be a 2 1/2 hour program (online or in-person) focused on the business aspects, or an in-person full day program that also includes hands-on demonstrations of how to photograph various common event photography scenarios. With either program the business topics include pricing, contracts, venue considerations, working with other vendors, insurance, and more.
- **Nine Neat Nuggets to Nourish Your Network:** Whether it's clients, vendors, leads, or other photographers, the quality of your network directly influences the sustainability of your business. With our changing business environment, your network can help you adapt and grow. (60-90 minutes)



# Current Programs continued...

- **Becoming a Photo Authority with Content Marketing:** What do Michelin-starred restaurants, soap operas, and many YouTube shows have in common? They're all tied together by content marketing. It's a technique that professional photographers can use to build authority among their clientele or within the photography industry itself. Learn how to use online content marketing to become an authority and provide added value for your clients with your photography services and products. This can be a half-day overview or a full-day program where attendees get started with a customized plan for their particular business interests.
- **SEO for Photographers: Getting Found on a Changing Internet:** Techniques for search engine optimization change every year, and the methods from just a few years ago could be useless (or even harming you) today. Attendees will learn what's working now and how to best tune their online presence to attract the right folks via search engines. This program material can be presented as a 60-90 minute "Quick Tips" format or as a half-day or full-day workshop where attendees get more depth, more value, and start to build a personalized plan for themselves.

# Past Conferences & Events



# Image Competition Judging

In addition to speaking, Aaron is available to judge photographic competitions.

Aaron has served as a state-level judge since 2015 after having completed the Oregon Professional Photographers Association juror development program. In early 2021, he completed the PPA International Photographic Competition judge workshop.

Aaron has since judged for numerous PPA affiliates nationwide at both the local and state levels. He summarizes his judging mindset as:

*“It’s always about the **image** and providing **constructive feedback** to the **maker**. With my score and my comments, I strive to help the photographer understand the strengths or challenges with a given image so they may progress in their photographic journey.”*

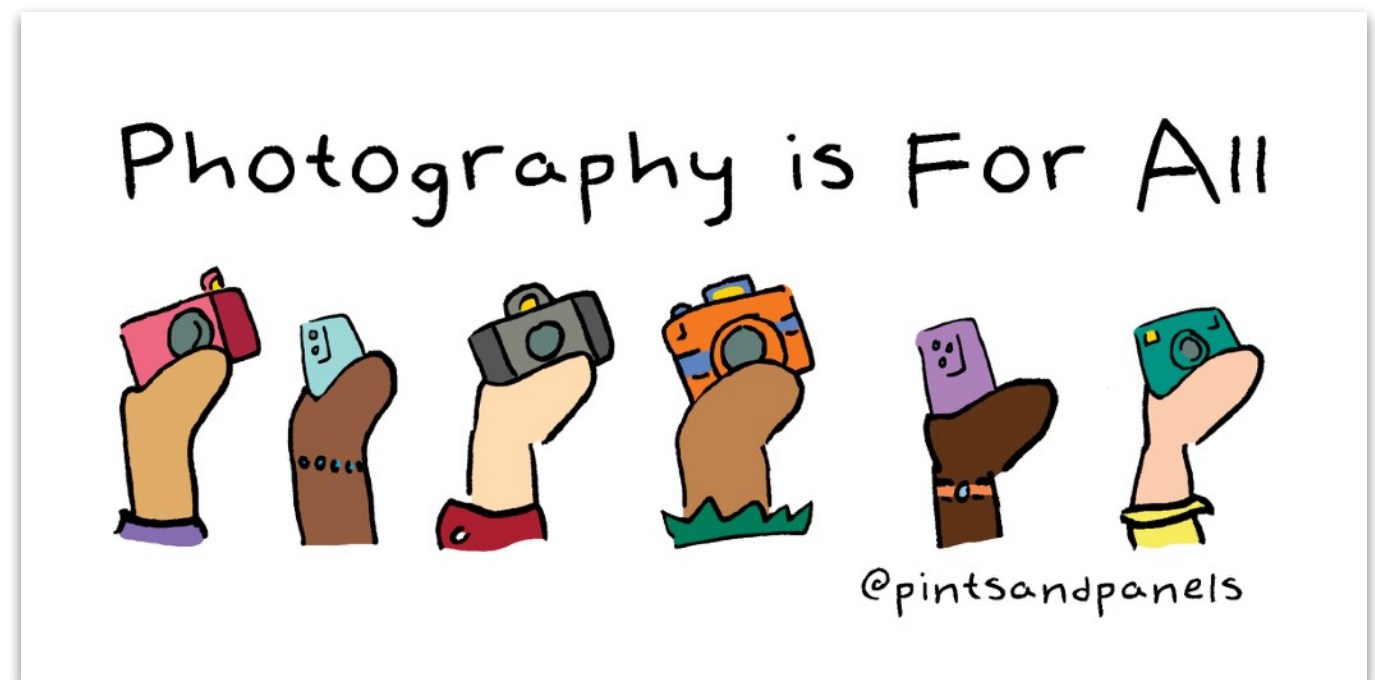


# Representation and Diversity

Aaron values representation from diverse voices in the photographic community. Like many industries, the photography world hasn't always done the best job of ensuring that the speakers and others we elevate through our events include folks with a variety of perspectives and experiences.

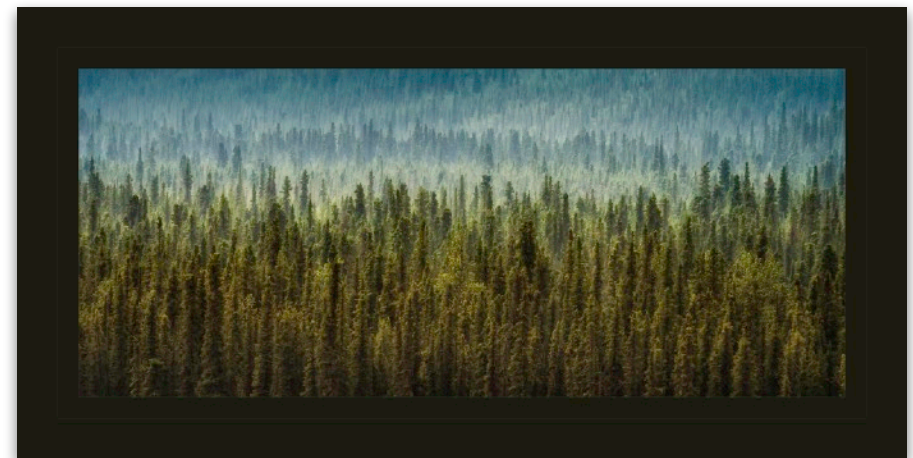
*“As a white guy with a middle-class background, I realize that my voice doesn't speak for all. Let's ensure we're all working together to include underrepresented perspectives.”*

Aaron expects to see a variety of voices represented and will decline participation in events with more than three speakers/panelists if organizers aren't featuring folks that bring diverse identities and backgrounds.



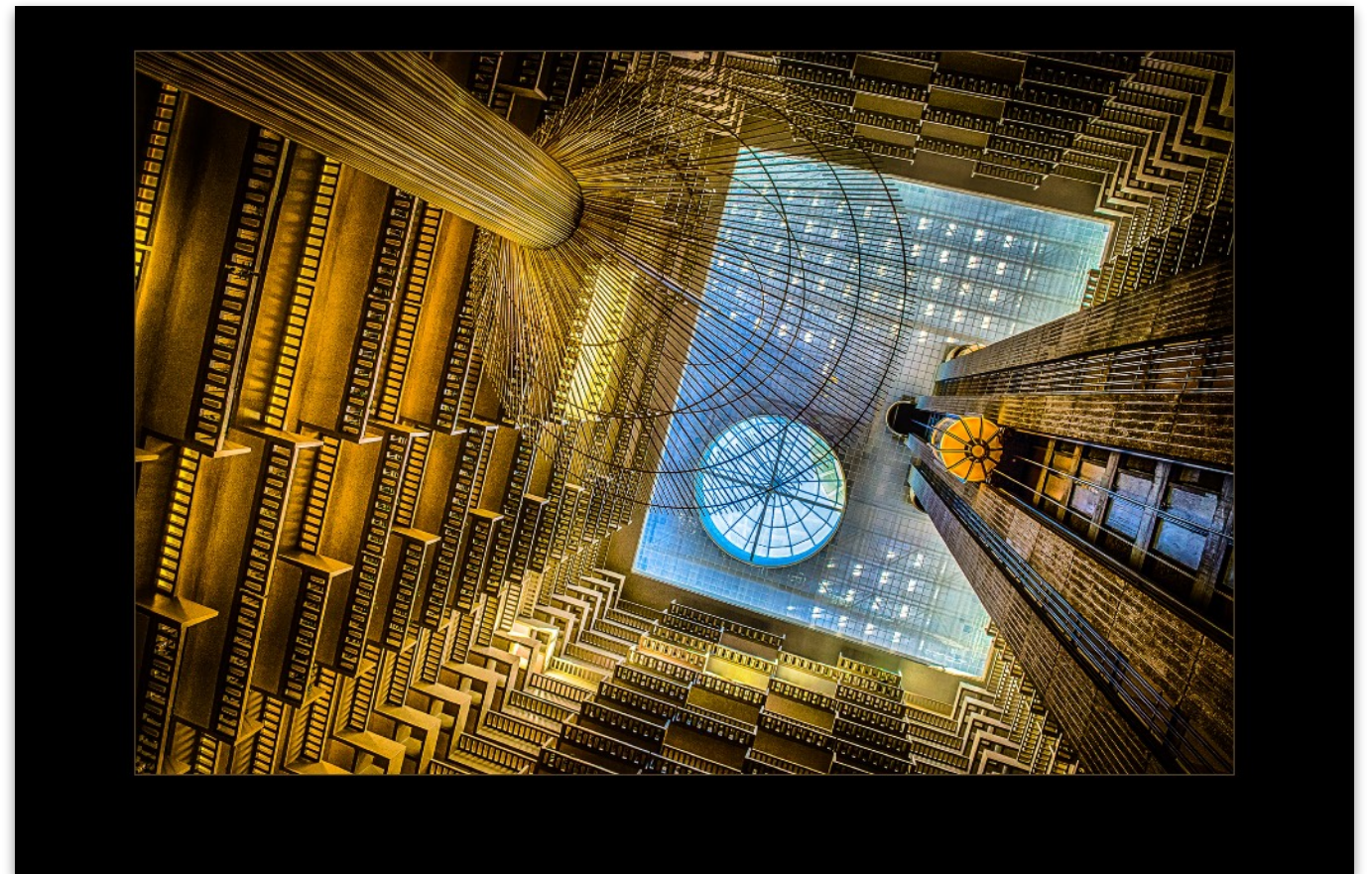
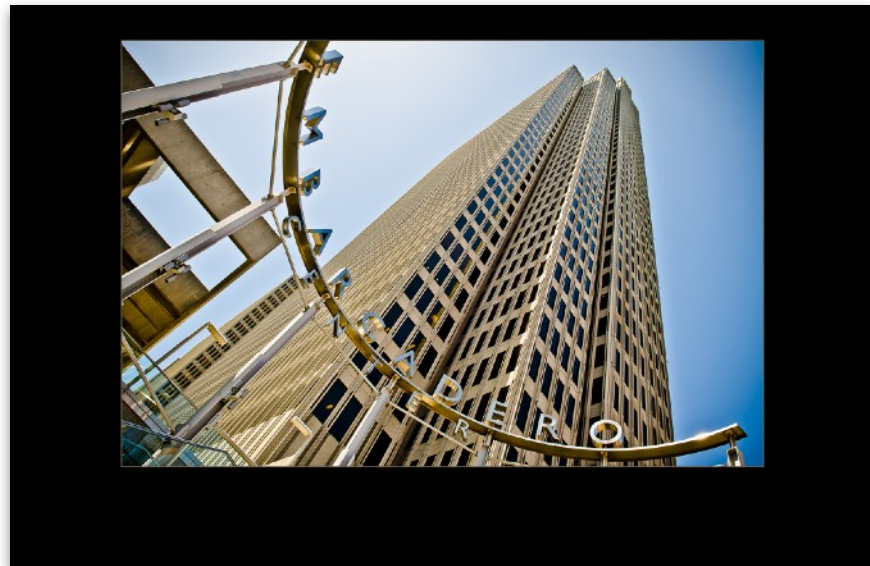
# Selected Work

Aaron's perspective as a photographic speaker and competition judge comes from about ten years of experience in competition, including images selected for the Image Excellence Collection, third place in the Illustrative/Commercial Division at the Grand Imaging Awards, and representing Team USA in the World Photographic Cup.





# Selected Work

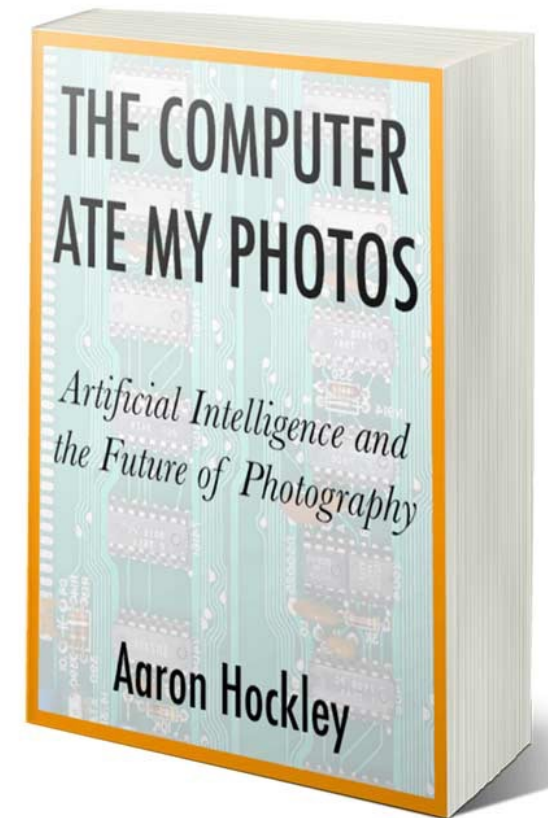




# The Computer Ate My Photos

Digital cameras and the Internet represented two big shifts in the photography world. Artificial intelligence (AI) is a third innovation that's affecting how both hobbyist and professional photographers capture, edit, and manage our growing image collections.

Aaron's book explores the basics of artificial intelligence and how it's being used in today's cameras, smartphones, lighting, and photography software. As AI develops, it's becoming easier to create impactful images with less technical hassle. Beyond the direct applications to the creation of images, we consider how AI and related technology will impact the future of the photography industry with possibilities including computer-generated artwork and how the role of a professional photographer will change in coming years.



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