

Aaron Hockley

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2024-2025 Speaking Information

Welcome & Introduction

Thanks for considering me for your event!

I'm excited to work together to best serve your organization. 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 or 360-818-4449.

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 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

I'm available for either traditional in-person keynote talks and workshops as well as high-quality online programs. Almost all of my 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 me serve as a speaker, judge, and/or resource for PPA group leaders.

My online 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

- **Real Creativity with Artificial Intelligence:** AI is impacting how we capture, edit, and manage our photography. A look at the current environment and how photographers can embrace AI for creativity and profitability. The breadth of tools explored and discussed varies based on the length of the program. Specific technologies and software can include Adobe Photoshop, Lightroom, and Firefly along with other photo apps such as Luminar Neo, ON1 Photo RAW. Longer programs can include an exploration of using a large language model such as ChatGPT for photographic ideation and business productivity. (1.5 - 7 hours)
- **Profit and Perception: Pricing for Success:** Understanding your cost of doing business and variables that affect profitability. Includes interactive exercises showing how different business models can lead to success. We wrap up discussing how pricing sends a marketing message and how that's part of a brand. (1.5-2 hours)

Current Programs continued...

- **Image Competition: the Greatest Game of Your Photo Career:** Image competition can be an educational and fun way to submit your best work for peer evaluation and review against the a high standard of work: PPA's Twelve Elements of a Merit Image. While some folks might be intimidated by the thought of competition, with the right mindset you can find success, get recognized, and learn a lot about yourself and your photographic work along the way. Consider that formal image competition is a game, and like any game it rewards those who know the rules, practice, put in the effort when it's game time, and are open to coaching and feedback. In this workshop attendees will learn the right mindset to approach competition, the criteria used to evaluate images, insight into a competition judge's mindset, and how to take competition feedback and turn it into both personal and professional growth. That's right... image competition can lead to more success for your business! This full-day workshop (either in person or virtual) leaves attendees prepared to create competition images with outstanding impact.

Past Events / Venues



Professional Photographers of Canada
Photographes professionnels du Canada



Image Competition Judging

In addition to speaking, I am available to judge photographic competitions.

I've served as a state-level judge since 2015 after completing the Oregon Professional Photographers Association juror development program. I completed the PPA International Photographic Competition judge workshop in 2021 and became a PPA Juror in Training, where I am currently being evaluated through the Merit Image Review (MIR) process.

Over the last nine years I have judged for numerous PPA affiliates nationwide at both the local and state levels. Here's my judging mindset:

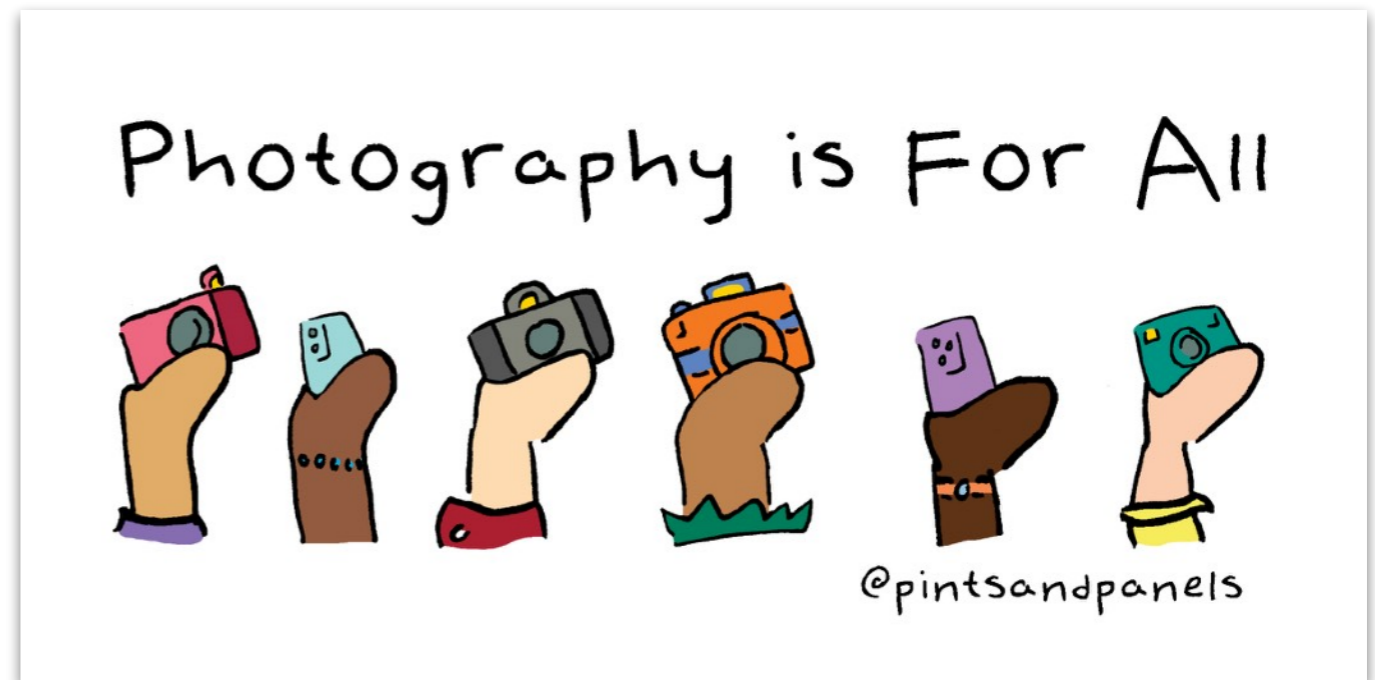
*“It's always about the **image** and providing **constructive feedback** to the **photographer** within the framework of the Twelve Elements of a Merit Image. With my score and my comments, I strive to help the maker understand the strengths or challenges with a given image so they may progress in their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

Representation and Diversity

I value 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.

I expect 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.

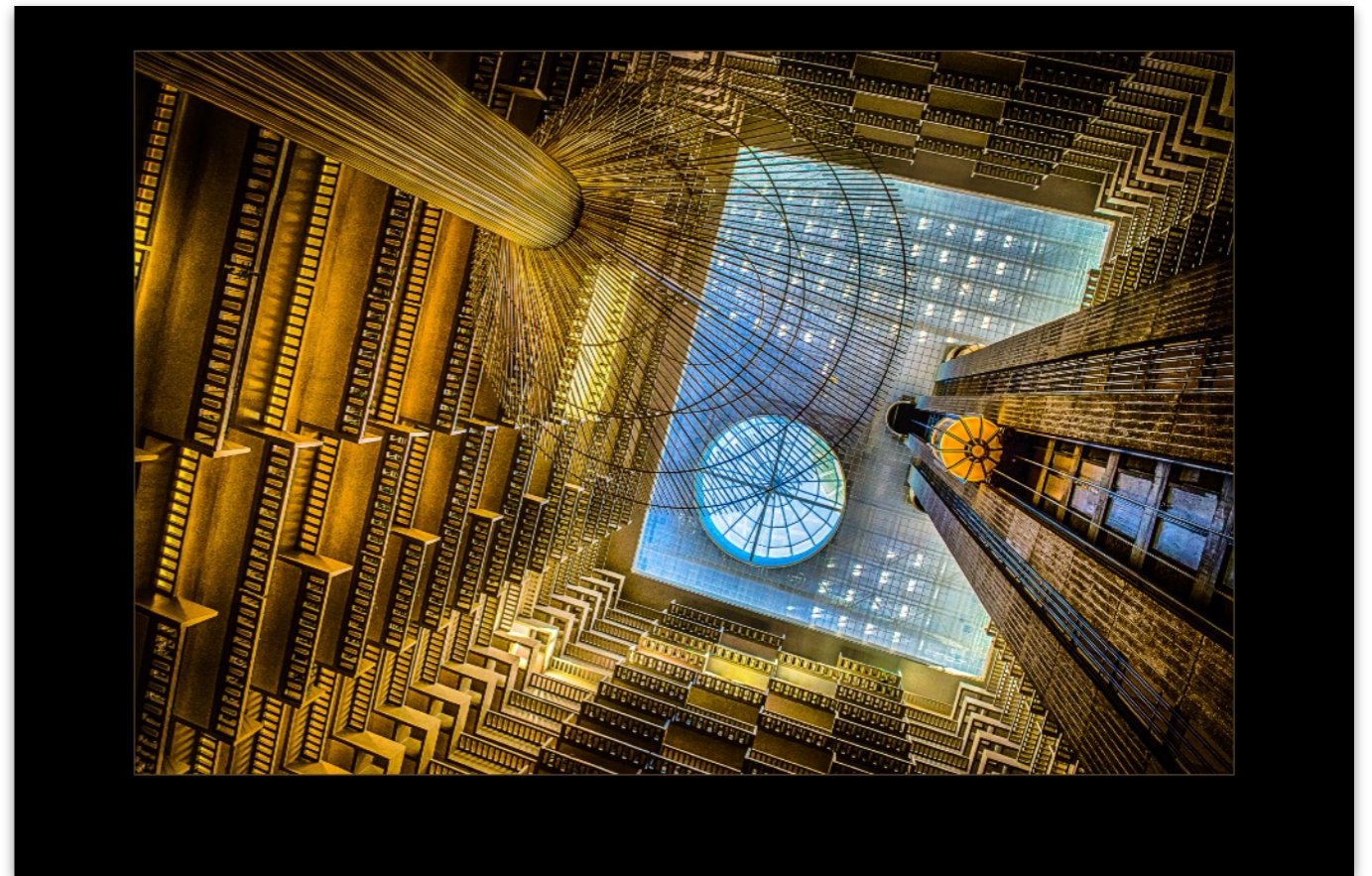
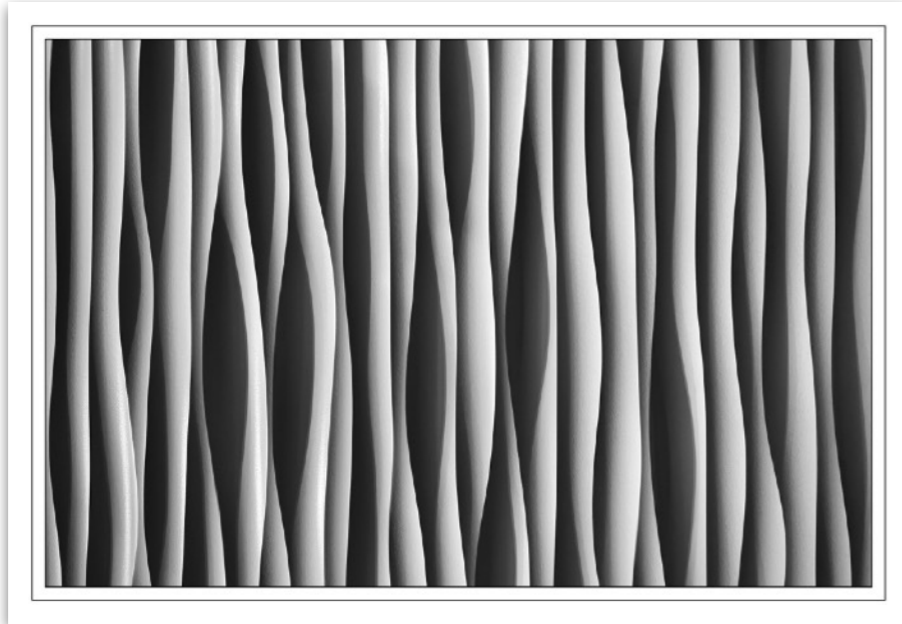


Selected Work

My perspective as a photographic speaker and competition judge comes from about twelve 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 to represent 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 shift that's affecting how hobbyist and professional photographers capture, edit, and manage their growing image collections.

My first book (released 2021) explores the basics of artificial intelligence and how it's being used in today's cameras, smartphones, lighting, and photography software. 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.

A second book, with a fresh look on these topics, is underway.

