



2021 CONFERENCE

APRIL 15-17 | ATL + ONLINE

GENERAL SESSIONS

Rescued Through Profiling

THAD BEELER

As disasters occur and photo rescue services transition into high-speed recognition services, photos become more than an image — they become a profile. That profile will document age, image makeup and description, noted information on the back of an image, paper and quality, and even facial recognition services. All of this to find the owners of lost photos after community disasters as well as preservation services to disaster-prone communities. National Disaster Photo Rescue is developing software to do that and more.



Founder and Executive Director of the National Disaster Photo Rescue. Missouri Humanities Award Recipient. Disaster Chaplain and Minister. He is experienced in photo rescue and recovery services as well as disaster document recovery. His services began in 2011 with the EF5-rated tornado in Joplin, MO, and spread to Kansas, Oklahoma, Texas, Arkansas, Illinois, and other states. Thad is an experienced speaker, teacher, musician, amateur photographer, insurance producer, and local Village Mayor of Fidelity, MO. He has a passion for families and the connection personal photographs give people — a sense of belonging that gives an emotional connection to life through images that are inseparable to the human spirit.

Show & Tale: My Favorite Thing

MARTIE MCNABB

What photo or object shares a bit of your story? Let's get to know one another better through sharing the stories of the things we keep. Remember Show & Tell from elementary school? Show & tell or look & listen. "My Favorite Things" is an iconic song for many reasons. Our favorite thing is, oftentimes, the most revealing of who we really are. Let's Show. Share. Connect.



I'm a personal historian/visual artist who creates visual narratives from clients' photo, document, and memorabilia archives. I'm also an interactive story-sharing heartist who helps people create connections by holding space for them to share the stories about the things they keep. What photo or object do you hold dear? Are you an artist, creative, or service pro looking for a unique way to market yourself that not only feels good, but does good? Reach out to find out more about my community of story shareholders.

Instagram Strategies with Sue B.

SUE B.

This presentation is all about learning how to gain awareness and grow your community on Instagram. How to think of Instagram as a "village" — and what you need to know about each neighborhood inside. How to apply your business branding to your Instagram account so you are memorable on the platform. Learn strategies you can use today to spark engagement with your followers and generate conversions directly from Instagram hacks I use to save time and energy when executing my strategy.



Sue B. is an insightful, energetic, and in-demand online marketing educator, influencer speaker, and a no-BS business coach. Sue B. is a popular CreativeLive Instructor and has been named by Huffington Post as one of the "Top 50 Must-Follow Women Entrepreneurs," "The Top 50 Social Media Marketing Influencers" by TopRank Marketing, and "Top Female Business Influencers of 2019" by Fit Small Business. Sue's blog was ranked as one of the Top 10 social media blogs in 2017 by Social Media Examiner.

Whether she's taking a global stage, speaking at an industry conference, like Social Media Marketing World, or working one-on-one with her clients, Sue B. is driven to help business owners leverage the power of

Instagram to meet (and exceed) their business goals. As a lifelong entrepreneur, Sue B. has over 30 years of business experience. And, with her extensive knowledge and implementation of social media, it is Sue B.'s mission to teach, mentor, and empower others.

An Interview with Bill Shapiro on the Value of Photos, Objects & Stories

BILL SHAPIRO

Join Cathi Nelson as she sits down with Bill Shapiro, the former Editor-in-Chief of LIFE magazine and the author of "What We Keep". They'll discuss the power of photos, the importance of objects as vessels for stories, and how Bill gets people to open up to share personal moments and turning points. You'll come away inspired and with a few ideas on how you can help engage your clients in telling their stories.



Bill Shapiro served as the Editor-in-Chief of LIFE, the legendary photo magazine and, later, as the founding Editor-in-Chief of LIFE.com, which won the 2011 National Magazine Award for digital photography. Bill is the author of several books, among them Gus & Me, a children's book he co-wrote with Rolling Stones guitarist Keith Richards, and, in 2018, What We Keep, which was recently turned into a streaming series with Cynthia Erivo serving as executive producer. A fine-art photography curator for New York galleries, he also serves on the Art Advisory Board for the SXSW festival. He writes about photography for the New York Times Magazine, the Atlantic, Vogue, and Esquire, among others. On Instagram, he's @billshapiro.

Family Pictures Unites US

THOMAS ALLEN HARRIS

Description TBD



Thomas Allen Harris uses film, video, photography, and performance to explore family and identity in a participatory model of filmmaking that he has been pioneering since 1990. His deeply personal films have received acclaim at international film/art festivals such as Sundance, Berlin, Toronto, FESPACO, Outfest, and Melbourne Art Festival. The films have been broadcast on PBS, AfroPOP, Sundance Channel, ARTE, CBC, SBN and NZT, and screened and exhibited at MoMA, Whitney Museum of American Art's 1995 Biennale, the Corcoran Gallery, the Long Beach Museum of Art, and the Gwangju Biennale.

In 2019, Harris created and hosted the PBS series Family Pictures USA, a new format of television that examines America through the lens of the family photographic album. The series grew out of Harris' touring roadshow Digital Diaspora Family Reunion, which uses family photographs to transform audiences into storytellers. DDFR has toured both nationally and internationally to over 60 cities, bringing thousands of people together in live events and sharing content through social media, television, articles, newspapers, and radio to receive over 70 million impressions worldwide.

Harris has received numerous awards including an NAACP Image Award, the Fund for Santa Barbara Social Justice Award, an Africa Movie Academy Award, and Guggenheim, United States Artist, Rockefeller and Sundance Fellowships. He has received nominations for Peabody, Emmy, and Independent Spirit Awards, and is a member of the Academy of Motion Pictures Arts and Sciences. A graduate of Harvard College and the Whitney ISP, Harris is on the faculty at Yale University.