



The 4EVER Group

Tim Ryan (516) 385-4384 TimR@4EVERGroup.org
Steve Wernick (215) 750-7797 SteveW@4EVERGroup.org

4EVER GROUP SPEAKERS AVAILABLE!

Two of the industry's most recognized personalities have developed a series of programs guaranteed to generate attendance and interest at your Local Association meeting



Tim Ryan and Steve Wernick can bring over 40 years of wedding and event videography experience to your meeting. They also have a combined 20+ years of association knowledge that they can make work for you.

They have led national and local associations and events and they have made national conventions work. Ryan and Wernick have the expertise to provide YOUR local association with a dynamic and informative program that will provide a beneficial and profitable message to the attendees.

Their presentations can be used to help build membership in your association. The range of topics that Ryan and Wernick can cover is diverse and impressive: How to improve marketing efforts; an Artistic Achievement Awards critique; motivational issues; and panel discussions. They will entertain, enlighten and educate your association members. And if your association is interested in some other specific topic, Tim Ryan and Steve Wernick can develop a program EXCLUSIVELY FOR YOU!

**CONTACT YOUR 4EG LOCAL ASSOCIATION REPRESENTATIVE AT
LA-COMMITTEE@4EVERGROUP.ORG**

**FOR THE NEXT OPPORTUNITY TO HAVE TIM RYAN AND/OR STEVE WERNICK APPEAR
AT YOUR LOCAL ASSOCIATION MEETING!**

"THE REAL VALUE OF WEDDING VIDEO"

PRESENTED BY TIM RYAN



In this two-stage HIGHLY interactive discussion, Tim Ryan will show very high-quality Artistic Achievement Award-winning wedding demo videos. Tim will lead the discussion that analyzes what makes them particularly great. The conclusions drawn will lead Tim and the attendees into a conversation about what really makes wedding video so valuable; not only to brides and grooms, but also to society at large. Tim will dig deep into pricing, shopping habits, and business philosophy. This is where the conversation often get pretty intense. Tim invites the attendees to challenge his position and philosophy. Invariably, someone does, which will lead to great debate. Attendees can't help but go home wondering if they're right or wrong, and how to be better business people.

This program is designed to run for 90-120 minutes

(FYI) This presentation has lasted more than 120-minutes when extended association interactive time is available.

THE VIDEO CRITIQUE: ARTISTIC ACHIEVEMENT PREPARATIONS

PRESENTED BY STEVE WERNICK



Every year, many organizations offer video awards programs. In addition, many local associations also have video competitions. Rarely, however, is an expert critique available. Steve Wernick, an awards program judge (1998) moderator for the final round of judging (2001-2003, 2005-6), and creator of the Artistic Achievement Awards program has developed an entertaining presentation designed to help every videographer understand how to produce outstanding videos.

One or two (anonymous) submissions from your local association members are welcomed. Deconstructing videos from your area helps your meeting attendees directly relate to the lessons. If there are no volunteers, Steve does have a number of videos that he can show. Videographers often work in isolation, and do not always have the opportunity to understand exactly what goes into producing excellent videos. This program is designed to let videographers understand the basics of wedding video production.

This program is designed to run for about 60 minutes

DO THE MATH!

PRESENTED BY STEVE WERNICK



**Are you a videographer because you love the business,
or are you a businessperson who does well as a videographer?**

All too often, videographers place too little emphasis on the financial details of their business. To be successful, a videographer needs to have a clear understanding of basic business economics. In this detail-oriented presentation, 20-year veteran videographer Steve Wernick (co-founder of The 4EVER Group) will explain those basics in an understandable fashion. From knowing your weekly cash-flow needs, to realizing the implications of taxes, Steve's program will help videographers recognize whether they are actually making a profit from the business they enjoy.

This program is designed to run for 60 minutes

THE SECRETS TO SUCCESSFUL SALES PRESENTATIONS

(The Follow up to "Value of")

PRESENTED BY TIM RYAN



There is fierce competition for every dollar in the wedding industry these days. Having an outstanding video is but one part of the sales process; you also have to be able to "touch" the client. If you can sell successfully, you're more likely to achieve both your artistic and financial goals. Knowing the right strategies will give you an advantage over your competition. Tim Ryan, a co-founder of The 4EVER Group, and a videographer with twenty years of experience, will help you turn appointments into bookings. You'll learn how to properly qualify a prospect, how to build rapport and trust, and why so many prospects seem afraid to ask questions during the appointment. Tim will explain what an "up-front contract" is, and why it can be one of your best sales tools. Within the sales call itself, you'll find out how to hand the normal stalling tactics and objections that a couple might throw at you. Most importantly, you'll learn how and when it's time to take the money shot: how to close the sale.

Tim Ryan, of Massapequa, NY, operates Treasured Memories Video with his wife, Lee Ann. Being a real-world working videographer and an educator means that Tim is able to detail the process in a way that most members of a local association can quickly grasp.

This program is designed to run for 60-120 minutes

CRITIC'S CORNER

PRESENTED BY TIM RYAN & STEVE WERNICK



Want to know what makes a great wedding or event video truly great?

Two legends in the world of video education will give you their combined 40+ years of experience in just two hours time. For Tim Ryan and Steve Wernick, wedding and event video education is more a craft than a job. The 4EVER Group's favorite bickering couple will achieve "critical" mass once again as they review and offer their opinions on some of the best videos our industry has to offer. "We've been producing and critiquing videos (and each other) for years," says Ryan. "The give and take of our sometimes differing views is the real strength of our presentation." You'll be able to improve your own productions by hearing about what works and doesn't work, and more importantly, WHY. "This will be a different kind of an educational opportunity. We'll be confronting each other in a public forum and we'll be including YOU in the process. Unlike other artistic pursuits, there are essentially no critics working in our industry. That's our role in this program," says Wernick.

**Insightful opinions... Interesting observations... Inspirational banter.
This promises to be your one stop shop for education and fun!**

This program runs for 60 or more minutes

INNOVATION STATION

PRESENTED BY TIM RYAN



Become inspired! New marketing concepts, innovative new products, plus intriguing shooting and editing techniques

Innovation Station is The 4EVER Group's way of bringing all of the newest concepts in event video production to you. Fresh and exciting production, sales and marketing ideas come up almost every day, and this presentation helps identify the most intriguing and profit-producing possibilities for your studio. Tim Ryan will identify some of the video production and marketing concepts that will be of the greatest interest to your meeting attendees. Short-form weddings, Time-Shifting and Same-Day Edits were once revolutionary concepts. They gained or are gaining acceptance as videographers realized the enormous potential these products had. With Innovation Station, The 4EVER Group will introduce the next generation of ground-breaking products services.

Some recent attendee comments about this program: Nice mix between creative and technical - COOL! - I learned a lot hated to leave. - Great information - Got to see so many different ideas. - Loved the variety - Interesting to see some of the wonderful work out there. - Inspiring and challenging!

This program runs for 90 or more minutes