

CDIA at Boston University Community Hears from Skip Cohen on Marketing

The Center for Digital Imaging Arts at Boston University taps marketing expert Skip Cohen for photography lecture.

Waltham, MA: January 26, 2008 – The [Center for Digital Imaging Arts at Boston University](#) (CDIA) continued its photography speaker series on Monday with Skip Cohen, president of [Rangefinder Publishing Inc.](#)

The two-hour lecture, "The Whacko Factor," focused primarily on self-promotion and the diverse range of methods photographers can use to reach an audience. Cohen introduced the idea of "continuity marketing," in which a portrait and/or wedding photographer forms a professional relationship with subjects that can last from weddings throughout the rest of their lives. He also spoke about effective ways to generate publicity and recognition through web sites, and concluded with a brief question and answer session.

About 50 people from both the student body and the general public attended the special free event, held from 4:30 to 6:30 p.m. at the CDIA Waltham campus.

About CDIA:

The Center for Digital Imaging Arts at Boston University offers intensive, hands-on training in **Digital Filmmaking, Photography, 3D Animation, Graphic & Web Design, Audio Production** and **Web Development**. Full- or part-time certificate programs are available at state-of-the-art campuses in Waltham, MA and Washington, DC. Financial assistance and career services are available.

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