



PERFECT EXPOSURE PROJECT

a comprehensive, 2-day creative workshop for shelter staff and volunteers

We believe that knowledge is for sharing. Our Perfect Exposure Project helps shelter staff and volunteers of all skill-sets and backgrounds develop their photography, marketing, and creative writing skills to give more animals the unforgettable first impression their lives depend on.

Attendees learn how to capture eye-catching outdoor and studio portraits within a shelter environment, new approaches for writing memorable pet bios, and how to get the most exposure for pets through social media.



..... *harnessing the power of creativity!*

NEW TRICKS. FRESH INSPIRATION. INDUSTRY WISDOM.



Photography



Digital Marketing



Bio Writing

want to learn more? email: pep@heartsspeak.org

The Perfect Exposure Project is made possible through the support of generous donors including Animal Farm Foundation and Petfinder/Purina.