

Author Biography

Beth Jennings

Memories at your fingertips – organise your digital photos like a pro'

Beth Jennings Photography

0450 692 599

beth@bethjenningsphotography.com

www.bethjenningsphotography.com



A graduate from RMIT University with a BA (Commercial Art Photography) degree in 1999, Beth's career began by opening **Beth Jennings Photography** and immersing herself in real life, photographing weddings. An award winning Associate with the Australian Institute of Professional Photography, she has travelled the world photographing personal and professional journeys since 2006. She leads two photo groups with 3000 members globally and teaches camera enthusiasts how to capture their life in beautiful photos.

When asked, why photography? Beth says, 'I believe your life runs like a movie in real time, and photography is like hitting pause on the best bits.'

During the noughties Beth straddled the once-in-a-generation transition to digital photography. Two years into owning a digital camera, Beth was travelling and working professionally but her workflow was frustratingly disorganised. Every part of the photo management process was taking her away from what she loved to do.

It was time to sink or swim. So she decided to purposefully develop the best way to manage her photo workflow, which was revolutionised when the program Adobe Photoshop Lightroom appeared in her radar. By 2009 she was shooting, presenting to clients, sending files to international suppliers for prints and book production, and blogging the results, all seamlessly from her laptop computer.

Through her photo groups Beth has seen many keen photographers encountering the same issues she experienced years before. She has witnessed the trend toward precious memories becoming lost in home computers. She decided to extract the essential tools needed for photo management and hence '**Memories at your fingertips – organise your digital photos like a pro**' was realised in 2014.

Beth is on a mission to see the next generation children inherit their childhood in pictures, not thousands of photos in a jumbled hard drive mess. Her goal is to see her book accompany the purchase of every new camera so that photographers will never again lose the moments that matter most to them.

For further information and to purchase the book, visit www.bethjenningsphotography.com.

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