



## PhotoTherapy Centre

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[www.phototherapy-centre.com](http://www.phototherapy-centre.com)

# Commercial and Business Consulting and/or Events

## Consulting

Hourly, daily, or project specific Consulting and/or Events — such as the example below — can be arranged upon request; please click [here](#) to contact her directly to discuss and arrange.

## Example of Business/Commercial Presentation or Experiential Event:

**Pictures speak louder than words --  
but *WHAT* are they telling your Customers?  
What Businesses need to know about the Psychology of Photographs**

**1/2 to 2-day Event**

**Judy Weiser, R.Psych., A.T.R.** -- Founder and Director of the *PhotoTherapy Centre* (Vancouver, Canada) considered the "world authority on the emotional meanings of photographs"

**Author of:** "*PhotoTherapy Techniques: Exploring the Secrets of Personal Snapshots and Family Albums*"

## Description

People may read and speak in words, but they think (and remember and feel) in visual images, while words are used merely to translate the complex pictures and feelings deep inside. This is very important not only for advertisers wanting to sell products, but also for those responsible for online (and on-site) visibility of businesses, in ways that produce confidence in its operations and good feelings about its products.

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A photo's meaning lies less its surface visual "facts", and more about what these details mean inside each viewer's mind (and heart) while they themselves create the story they think it is telling, based on what they selectively noticed in it.

Therefore, your customers' emotional responses and reactions to photographic images related to your business and its products will always quickly connect them with memories, feelings, values, and information far below conscious awareness — along with deeply-held beliefs, expectations, assumptions, and judgments that these produce — much of which you likely didn't expect. ALL of this directly influences customers' purchasing behavior (and reasons for it).

Because these unconscious emotional reactions of your customers to the photographs used to advertise your business services and products, affect their responses and perceptions in unpredictable ways, it is always helpful to try to control for unexpected results as best possible. One good way is to involve photographs actively in your marketing techniques such as Focus Groups or advertising-response interviews, because using photos to explore product meaning and purchasing patterns can add a deeper level to designing for maximum marketing exposure.

Canadian Psychologist Judy Weiser is not only able to explain and demonstrate these truths regarding your customers, but also in terms of your own in-house staff communications, team-building assumptions, innovative new brainstorming approaches — based on her past experience in sharing several productive photo-based techniques with business people, advertisers, photographers, researchers, educators, and others, that have enhanced their ability to control and predict customers' responses and thus their purchasing behaviours.

Known as the "world authority on the emotional meaning of photographs" (Kodak, 2010), Weiser has spent the past several decades of psychotherapy practice pioneering, developing, and teaching a particular set of skills (PhotoTherapy techniques) that help people explore the hidden levels of ordinary snapshots and family photos during therapy sessions designed to improve their wellbeing — and, more importantly for non-therapy applications — has adapted these to improve successful outcomes in business, education, research, marketing, and evaluation of sales results.

As a therapist for over 30 years, she has used her PhotoTherapy techniques to assist people with emotional and family problems — and teaching and training other therapists how to do the same. As a professional Consultant, she has served Kodak USA (twice), Polaroid Canada, and advertising agencies such as Ketchum Marketing, Tamooz Marketing Communications, and others) as well as several photographic portrait businesses (for example, UK-based Venture Portrait Studios, and others in North America) — as well as advising numerous Therapeutic Photography and Social Action (participatory photography) projects for community, society, and educational development around the world.

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Judy Weiser can provide various-length educational and/or experiential events about these topics: In these, she begins with explaining how people's taking, keeping, posing for, viewing, and later discussing ordinary photographs always result in them forming unconscious reactions to what they perceive as being the story of that photo itself — but which are actually formed by them during their process of seeing it. She then shows how this directly influences their thoughts, feelings, beliefs, and attitudes about the photo — and how those things produce their expectations and judgments regarding the value of what is shown in the photograph. Finally, she shows how all these things — operating far below the surface of their awareness — nevertheless directly produce their assumptions about photo advertisements, and as a result, their purchasing-behaviours as well.

Many examples will be shown and discussed — and if time permits, participants can participate in interacting with photos brought by Weiser and share their responses in discussions and/or demonstration practice sessions (both voluntary experiences) that will improve their skills in understanding effects of photographs on viewers and various ways for controlling these results as best possible.

As a result of their didactic and experiential activities during the day, participants will leave being able to immediately begin using what they learned to improve their work, interactions with colleagues, and results in their business advertising about products and services.

- **Please note that this is an educational event, and not a photographic or therapy experience!**

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