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Video Editors Respond Positively To Larry Jordan's UK Seminar Tour

Agoura Hills, CA (February 28, 2007) Digital video editors in Great Britain and Ireland appreciatively acknowledged Larry Jordan's editing skill and training technique during his seminar tour in February 2007. An internationally renowned editor, director, and trainer, Jordan launched his two-day "Larry Jordan Presents: Power Up with Final Cut Studio!" worldwide seminar tour February 6 through 21, 2007. During that time, Jordan presented in Manchester, Birmingham, Bristol and Dublin. Jordan was in each city for two days, presenting *Optimize Your Editing with Final Cut* the first day and *Mastering Final Cut Studio* the next.

"I was delighted with the turn-out and enthusiasm shown at our seminars. One of the challenges editors face is that they often work alone," said Larry Jordan, president of Larry Jordan & Associates. "These seminars provide a great opportunity for editors to improve their skills, network with other editors, and discover new creative opportunities."

Jordan added a new module to his *Optimize Your Editing* Seminar entitled "Building Your Business." The highly requested session provided tips and thought-starters editors could use to help market and grow their editing business. The module addresses an issue many editors in Great Britain and Ireland face—shrinking margins and increased competition for editing work.

"I decided to add the 'Building Your Business' section," said Jordan, "when several students told me that one of the highlights of my classes for them was our discussion of how to get a job in the industry. I realized that the business environment continues to evolve and, all too often, editors are one-man shops that are great at editing, but need help in growing their business. This session is designed to give them some ideas they can use to jump-start their business."

Between presentations, Jordan attended the Birmingham, Dublin and West England Final Cut Pro User Groups where he spoke to Final Cut Studio aficionados.

Jordan acknowledged the support the tour's sponsors — Peachpit Press, Digital Heaven, Lynda.com, Filmbase and The Association of Professional Videomakers—who helped make the tour possible.

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About Larry Jordan & Associates, Inc.

Based in Southern California, Larry Jordan & Associates, Inc. provides training, support and production services for Final Cut Studio. The company was founded in 2003 by Larry Jordan, a producer, director, editor, writer, and trainer with over 25 years video production and post-production experience. A member of both the *Directors Guild of America* and the *Producers Guild of America*, Jordan is recognized as one of the Top 100 Corporate Producers in America. In addition to authoring two books and over a dozen DVD-based tutorials on Final Cut Studio, Jordan is also the founder and editor of *Edit Well*, the rich-media newsletter for Final Cut Studio, published by Peachpit Press. As an Apple-Certified Trainer, Jordan combines his extensive production experience with his teaching skills to bring a wide-ranging, entertaining and real-world perspective to his seminars.

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