



**WPC**  
WORLD PHOTOGRAPHIC CUP

World Photographic Cup (WPC), the Federation of European Professional Photographers (FEP) Awards, and the 100th Anniversary of the Icelandic Professional Photographers Association presents an unforgettable

## **PHOTOGRAPHIC EVENT**

April 24<sup>th</sup> to 26<sup>th</sup>  
Hilton Nordica, Reykjavik

Tickets for all events on [worldphotographiccup.org](http://worldphotographiccup.org)

### **Friday April 24<sup>th</sup> From 7:00 pm**

Join us for this casual meet-and-greet at VOX Bar, Lobby of the Hilton Nordica Hotel, Reykjavik  
Paid event

### **Saturday April 25<sup>th</sup>**

#### **Program Highlights**

09:00 – Registration

10:00 – Doors open & Trade Fair begins

10:15 – Trade Fair – HALL  
*Benjamin Hardman*

11:45 – Trade Fair – HALL  
*WPC Awards Ceremony*

13:30 – Trade Fair – HALL  
*Kate & Brent Kirkman*

14:15 – Lunch break

14:30 – Trade Fair – HALL  
*Ragnar Axelsson*

16:00 – Trade Fair – HALL  
*FEP Awards Ceremony*

17:30 – Trade Fair – HALL

#### **Awards Dinner**

After a full day of inspiration join us for the **celebration dinner**  
(Buffet dinner – paid event)

### **Sunday April 26<sup>th</sup>**

#### **Social Walking Tour – Reykjavik**

We'll meet at Hallgrímskirkja Church — at 10:00 am. Please make your own way. Once everyone has arrived, our guides will begin the tour, introducing us to Reykjavik's most famous landmarks while bringing the city's history and culture to life in an engaging and entertaining way. The walking tour will last approximately **2–2.5 hours** and will finish at a **local location**. (Paid event)