



**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**

10:00 Registration  
10:45 Welcome *Minister of Education and Children Inga Sæland*  
11:00 *Kate & Brent Kirkman* (Sony speech)  
11:45 Break  
12:00 *WPC Award Show*  
13:15 Break(Lunch)  
14:00 *Benjamin Hardman*  
14:45 Short Break  
15:00 Speech by *Iceland's President Halla Tómasdóttir*  
15:15 *Ragnar Axelsson*, Rax Reykjavik Foto Speech  
16:00 Break  
16:30 *FEP Award Show*  
18:00 *Dinner*  
19:00 *Party*  
22:00 House Closes

Note: *times may change slightly*

#### **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)