

ADVICE FOR PHOTOGRAPHERS ATTENDING THE MEETING PLACE

in order to make the most of this opportunity to share your work with others!

IN ADVANCE OF ATTENDING THE MEETING PLACE:

- **TIGHTLY EDIT** your work - bring between 20 and 40 images to your review session. (This is just a suggestion....number of prints will be different for everyone.) If the body of work is larger, you may wish to bring an expanded group should the opportunity arise to meet and show work outside of the Review structure. If you have two on-going bodies of work, bring small selections of both.
- **PRACTICE** your presentation - keep it short and simple! Be mindful of the 20-minute limit with each reviewer; you will want ensure time within that 20 minutes to receive feedback!
- **PRESENTATION IS IMPORTANT:** print images the same size/paper. Protect the work but not to such an extent that it takes too much of your 20-minute session to wrap/unwrap each print.
- **EASE IN HANDLING** will maximize your time to talk with the reviewer, so select a box/book/portfolio that will allow you to show the photographs relatively fast.
- **SET GOALS:** consider in advance what results you are seeking from this investment. Are you simply seeking advice/guidance/information, or, are you hoping for more tangible results? Are you hoping to sell prints? Do you wish to place an exhibition of a completed body of work with a gallery or institution? Are you hoping to secure a publishing contract? Be clear about what you want, research the professional biographies of the reviewers and concentrate on making the most of your time with them towards your desired end results.
- **SIZE(S):** Consider making a small "portable" portfolio to have with you at all times throughout all events, i.e. a box of 4x5's, an 8x10 presentation book of prints or laser/inkjet copies, but **NO LARGER** so you will be able to share your work with other photographers, and reviewers if an opportunity present itself outside of the formal review sessions.

PREPARE MATERIALS TO LEAVE WITH REVIEWERS:

- Design/produce a simple promotional piece that will serve to remind the reviewers of your work as well as providing your contact information. Reproduction of several images from your body of work is suggested (they will see many, many photographers during this event – it never hurts to remind them visually of your work). Make sure it is small enough for them to file in a traditional (8-1/2 x 11) file folder, if you have any hopes of their contacting you in the future. This printed piece can do double-duty for you if it is designed so it can also serve as a mailer beyond distribution at this and other similar events.
- Business cards that are larger than traditional size may not be easily retained with other cards in a business environment (depends on the system one uses to organize cards/contact information).
- Consider producing a business card that features an image for easier recollection.
- If you want to provide more material for the reviewers to retain, such as an artists' resume an overview of a current or past project, an exhibition proposal, photocopies/laser prints of images, sets of slides or other such promotional material, be sure to either bind the materials together, or enclose these items/pages within a folder or envelope to ensure they stay together as a group. If not bound or compiled in one packet, be mindful of the likelihood that materials will become separated and put your name/email on EACH individual sheet, each slide and so forth.
- If you are meeting with reviewer(s) about a specific exhibition project you would like to place, be sure to prepare a packet for them to retain that details such things as total number of images, size, mat/frame needs, space required (linear feet, ceiling height, panel sizes.), AV requirements if any, and other site specific details. If you have previously exhibited the work, perspective/installation views are an asset to such a presentation packet.

- If you are hoping to secure a publication contract with the reviewer(s), be certain to provide visually effective materials specific to the publication you seek for them to retain.
- Shop for well-designed yet functional presentation/storage materials! There are many options available through office supply/art supply vendors. Be original yet functional.
- NEVER assume that a reviewer would like to keep more than simply a card – ask first if they would like to retain additional materials you can provide on site.
- NEVER burden a reviewer with a bulky packet to take home from the event - offer to mail it to them at their office after the event (at your expense). - Do not assume that you will get anything returned to you unless you include a SASE.

WHEN ATTENDING THE MEETING PLACE:

- BE ON TIME FOR YOUR SESSION. If late for your review, it is your loss; the time will not be made up.
- Make sure that your presentation takes LESS than the 20-minute appointment so that you have time to gain feedback/advice from the reviewer.
- Do not assume that a Reviewer will want you to follow up - ASK at the end of your session if they would like you to keep them informed about your work.
Ask them for their business card if you intend to add them to your mailing list.
- Be courteous to fellow photographers by respecting the 20 minute time slot and pack up your materials before the next person's time with your reviewer is set to begin.
- MAKE NOTES for your reference following each session - who you saw, their comments on the work and/or on specific images, printing, presentation, general advice and other remarks you will want to review. Carry a small notebook with you at all times for this purpose.
- Keep business cards handy and give them out.
Ask for cards from others at the event to add to (or begin) your promotional mailing list. Ask for cards from fellow photographers, too – enlarge your peer group!

AFTER THE EVENT:

- Following up with your new contacts is essential if you want to maximize your investment!
- Write each reviewer and thank them for their insights towards your work, advice, and their time. Send follow-up packets within a few weeks to those who requested additional materials, at your expense (never send C.O.D. unless specifically told to do so).
- Take advice to heart: re-edit your work, alter presentation format(s) and apply other advice in order to enhance the returns from your next portfolio review opportunity.
- Continue to share your work with your peer group between such events – critical dialogue among photographers is invaluable.

I hope that this advice will be helpful to you and that your career will benefit from your efforts before, during and after attending this and other portfolio review events!