



Vision Seminar

DAY ONE

Reception - 6:30pm - 7:00pm

Seminar - 7:00pm - 9:00pm

DAY TWO

Reviews - TBD

Overview

To make it in today's market, still and motion photographers must understand their visual voice and communicate it clearly. This visually rich seminar will show you what a vision based portfolio/online gallery looks like, and how to develop and produce your own cohesive body of work. Learn how to clearly convey your unique vision through a well-branded, unified portfolio of imagery that will attract the clients you want!

Goals for this seminar

1. Explain the importance of having a cohesive, vision based brand
2. Why photographers need to market themselves through multiple channels
3. Why engaging in, and establishing strong relationships is important to success
4. Importance of being prolific and continuing to create fresh, new work

Speaker Bios

Jennifer Kilberg

Jennifer's ability to recognize a client's needs and find a clear path to success is one of the many intangibles that she provides. With 18 years' experience in the industry as a buyer and a photo editor to name a few, she provides a unique insight and remains a source of inspiration to her loyal (and growing) client base.

Karen D'Silva

Karen is one of today's most influential creatives. She has made a career out of deciphering the commercial photography industry, starting in the stock world as an Editor, Art Director and finally Creative Director for Photonica. Today, Karen brings her unique talents to Agency Access as a Consultant and lecturer.

Seminar Specs

I. Studio Space

We will need a space large enough to fit everyone for the seminar as well as host the reviews the following day. We will need chairs, a table for Karen and Jennifer, and tables for the following day (reviews) - most likely only 2 for them to conduct the reviews.

II. AV Equipment

We will need a screen to project the Power Point on, two microphones for Jennifer and Karen, HDMI adapter or whatever will work with the equipment.

III. Security

Someone to man the door please.

IV. Attendee List

Following the event, we would like access to the attendee list for our own follow-up/marketing needs.

V. The reviews

We will be hosting a total of 10, 15-minute free reviews the following to the attendees of the seminar. When the attendee shows up, they will put their business card in a bowl and at the end of the seminar Karen and Jennifer will pick 10 names (5 reviews each) and those are the individuals who will be getting the free review.