

THE PRINT CENTER

Webinars for Professional Photographers with Mary Virginia Swanson



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**The Long Term Personal Project:
From Concept to Audience**
Saturday, October 3, 1:00pm–5:30pm (ET)

Personal Project Reviews
Sunday, October 4
~~Session 1: 1:00pm–4:00pm (ET) – SOLD OUT~~
~~Session 2: 9:00am–12:00pm (ET) – SOLD OUT~~

The Long Term Personal Project: From Concept to Audience
Saturday, October 3, 1:00pm–5:30pm* (ET)
Limited to 100 participants – presented on Zoom

When an idea for a project becomes clear and the passion to produce new work takes hold, an artist begins a unique journey unlike any other. Understanding your desired audience and the impact of your project are critical to achieving the expectations and results you desire.

In this webinar, Mary Virginia Swanson will lead participants through the essential steps of thorough research and wise decision-making to create work that is authentic in both its creation and presentation with the strongest possibility of sponsorship, exhibition and publication.

Topics include:

- Developing project concept and defining audience
- Identifying/establishing relationships with sponsors, collaborators and venues
- Researching/testing production materials appropriate to desired audience
- Defining marketing strategies to share work in production with industry professionals
- Sharing project content to print, web and social media platforms
- Relevant examples of project promotional materials from Swanson's library will be shared

*** 45 minutes will be allocated for Q&A**

15-minute breaks will be provided at approximately 2:30pm and 4:30pm

WHO IS ELIGIBLE TO ATTEND: Photographers who have identified a project topic or have begun production on a project that they hope to share with larger audience.

COST \$50 for non-members/\$25 for members

Personal Project Reviews

Presented on Zoom

~~Session 1: 1:00pm–4:00pm (ET) SOLD OUT*~~

~~Session 2: 9:00am–12:00pm (ET) SOLD OUT*~~

*Email mhawk@printcenter.org to be added to the wait list. If there is enough demand, a third session may be scheduled for a later date.

Prerequisite: *The Long Term Personal Project: From Concept to Audience*

An opportunity to discuss your current photographic project with Mary Virginia Swanson. Each participant will share work from their project in a 20-minute session with Swanson, joined by either Ksenia Nouril, The Print Center's Jensen Bryan Curator, or Elizabeth Spungen, The Print Center's Executive Director, along with fellow participants.

Projects may be in the early or middle stage of production, or nearing completion. Swanson, Nouril and Spungen will be happy to look at work in all stages of production, comment on project statements and grant applications, review a book dummy, comment on your website presence and/or discuss your Instagram strategy as it relates to the project presented. It is your choice as to how to use the time during this small group, online session.

Participants will receive advice on next steps, likely sponsors, collaborators and best practices to employ throughout the life of the projects to ensure the work reaches its target audience(s).

In advance of the workshop, participants will be asked to submit a Project Statement (approximately 3/4 page), 10 jpegs and a Project Status Checklist (to be provided). These should be sent by September 25 to mhawk@printcenter.org.

WHO IS ELIGIBLE TO ATTEND: Photographers who attend *The Long-Term Personal Project: from Concept to Audience*, on Saturday, October 3, 2020.

COST \$100 non-members/\$75 members

Click here to register. To become a member or verify membership, email Mikaela Hawk at mhawk@printcenter.org.

About Mary Virginia Swanson

Mary Virginia Swanson is an author, educator and advisor who helps artists find the strength in their work, identify appreciative audiences and present their work in an informed, professional manner.

Unique among authorities in our field, Swanson's in-depth knowledge, professional reputation and connections throughout our industry offers a broad range of perspectives on both the making and marketing of photo-based work.

Her public seminars, lectures on marketing opportunities, in-depth workshops and retreats have proven to aid photographers in moving their careers to the next level.

www.mvswanson.com / Instagram @maryvirginiaswanson