

FINDING YOUR AUDIENCE: AN INTRODUCTION TO MARKETING YOUR PHOTOGRAPHS

A New Virtual Marketing Course for Photographers

Beginning January 2022, Mary Virginia Swanson, in concert with La Luz Workshops, will offer online learning opportunities for photographers designed to provide a strong foundation for effectively presenting your work to targeted audiences in our post-pandemic world in person, in print, and on social media.

This online course is comprised of three related components, each with separate registration:

1) Six Core Lectures

presented by Mary Virginia Swanson

Saturday mornings
11:00 am – 2:00 pm EST

- Who Buys Photographs?
- Marketing Your Work
- Selling Your Photographs
- Exhibition Opportunities
- Publication Opportunities
- Long-Term Projects

A series of deeply researched, timely topics presented in richly illustrated lectures; video recordings available for private re-broadcast by registered participants.

\$395

2) Six Applied Study Seminars

With MVS & Fourteen Special Guests

Live Zoom discussions every other
Saturday 11:00 am – 3:00 pm EST

Participants in the Core Lecture Series have the option to join Ms. Swanson and her industry experts as they expand on content presented in her previous week's Core Lecture.

Discussion includes research methodologies, industry standards, presentation skills and protocols necessary to share your projects with professionals in a meaningful manner; sessions not recorded.

\$595

*Members of the Society for Photographic Education (SPE) are eligible to receive a 10% discount on the Core Lectures or combination of the above components.

3) Small Group Project Reviews (limited to 8 participants per Group)

Participants of both Core Lectures & Applied Study Seminars may apply for Small Group Project Reviews with Ms. Swanson and selected Guest Reviewers.

Project Reviews will offer an opportunity to receive personalized advice on topics such as funding opportunities, editing your work, planning your marketing presence, targeting sales markets, exhibition venues and publishers, and related topics of importance to you.

- Schedule and registration information will be released in March 2020
- Zoom sessions will begin in late Spring 2022
- All participants are encouraged to observe sessions when not presenting themselves
- Participants will receive a video recording of their individual session (30 minutes)

\$350

Open Information Session:

To learn more about this new course, Mary Virginia Swanson will host informational sessions that all are welcome to join:

SATURDAY, November 20: 11 am (US Eastern Time) / 3 pm (London UTC +0) / 8:30 pm (Mumbai UTC +5:30)

SATURDAY, December 11: 9 pm (US Eastern Time) | SUNDAY December 12: 11 am (Tokyo UTC +9) / 1 pm (Sydney UTC +11)

If you would like to attend an Information Session or have any questions about this Educational Series please reach out to: selma@laluzworkshops.com

DETAILS & REGISTRATION:

www.laluzworkshops.com/finding-your-audience-an-introduction-to-marketing-your-photographs

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Calendar of Core Lectures & Applied Study Seminars

**JAN
8** | Core
Lecture

Who Buys Photographs?

Lecture with Mary Virginia Swanson

**JAN
15** | Applied
Study
Seminar

MVS & Special Guests: Kate Anderson, Art Consultant, Boston, and Douglas Marshall, Marshall Contemporary, Los Angeles.

**JAN
22** | Core
Lecture

Marketing Your Work in a Post-Pandemic World

Lecture with Mary Virginia Swanson

**JAN
29** | Applied
Study
Seminar

MVS & Special Guests: Allison V. Smith, Editorial/Fine Art Photographer, Dallas, and Jane Yeomans, Photo Editor, Bloomberg Business Week, NYC.

**FEB
5** | Core
Lecture

The Business of Selling Your Photographs

Lecture with Mary Virginia Swanson

**FEB
12** | Applied
Study
Seminar

MVS & Special Guests: Arnika Dawkins, Arnika Dawkins Gallery and AIPAD Board Member, Atlanta, and Jess T. Dugan, Artist/Educator, St. Louis, Missouri.

**FEB
26** | Core
Lecture

Making the Most of Your Exhibition Opportunities

Lecture with Mary Virginia Swanson

**MAR
5** | Applied
Study
Seminar

MVS & Special Guests: Laura Blereau, Curator and Coordinator of Academic Programming, Newcomb Museum of Art at Tulane University, New Orleans, and Kathy Dowell, Director, Arts and Humanities Programming, Exhibits USA, Mid-America Arts Alliance, Kansas City, Missouri.

**MAR
12** | Core
Lecture

Making the Most of Your Publication Opportunities

Lecture with Mary Virginia Swanson

**MAR
19** | Applied
Study
Seminar

MVS & Special Guests: Joan Brookbank, Literary Agent and Book Publishing Advisor, Joan Brookbank Projects, NYC; Darius Himes, Founder, Radius Books and coauthor with MVS of "Publish Your Photography Book," International Head of Photography at Christie's, NYC; and Alejandro Cartegena, Photographer / Self-Publisher and Co-Editor, Monterrey, Mexico.

**MAR
26** | Core
Lecture

Sustaining Your Long-Term Photography Project

Lecture with Mary Virginia Swanson

**APR
2** | Applied
Study
Seminar

MVS & Special Guests: Cig Harvey, Visual Artist/Educator, Rockport, Maine; Louie Palu, Documentary Photographer and Filmmaker, Washington, DC; and Wendel White, Photographer/Professor, Stockton University, Galloway Township, New Jersey.