

## **SPRING 2017 BUSINESS STRATEGY WORKSHOPS**



Are you a talented photographer with a drive to take your passion to the professional level? Are you skilled, motivated and want to earn income from selling your work? Are you already selling your work but want to make your photography business more lucrative?

Bring your goals to life by attending one or more of these SIX, THREE HOUR, content-rich, Business Strategy Workshops geared specifically for aspiring photography artists and professionals.

These interactive, hands-on, result-driven workshops, appropriate for any stage of your journey, are led by accomplished business communicator Deb McEwen and professional photographer, artist and educator Lori Maxim.

Deb is an IABC Internationally Accredited Business Communicator with 30 years experience in strategic communications, marketing and branding in both the public and private sector. Lori has a Diploma of Applied Photography and has been a leading instructor of photography in Saskatchewan for more than 22 years.

### **PASSION, PRACTICES AND PROFESSIONALISM**

This workshop will guide you through the steps required to establish a bona fide photography business, discuss the practices and ethos of professional photographers, introduce you to professional associations, explain professional accreditation and help you discover your passion and niche in the industry.

Thursday, May 11th: 6:00pm - 9:00pm - U-Snap Studios, Regina

### **PRODUCTS, PRICES AND POLICIES**

This workshop guides you through the process of choosing suppliers, analyzing production fees, examining costs of doing business and understanding the value of your products and services. Focus is on defining your services, products, prices and policies including copyright and image usage terms.

Thursday, May 18th: 6:00pm - 9:00pm - U-Snap Studios, Regina

### **BRAND 101 AND PROMISE**

This workshop will introduce you to brand — what it is; why it's important and how getting started on your own brand can help you build a successful business. Focus is on writing a brand promise for your business — one you can own and deliver on.

Thursday, May 25th: 6:00pm - 9:00pm - U-Snap Studios, Regina

### **PORTFOLIO AND PROMOTIONAL MATERIALS**

In this workshop, we will discuss all the practical aspects of putting together a professional portfolio and other promotional material that sets you apart from your competition.

Thursday, June 1st: 6:00pm - 9:00pm - U-Snap Studios, Regina

### **SELL, MARKET AND PROMOTE**

In this workshop, we will discuss approaches and tactics to attract and retain customers, including qualifying customers, personal consultations and leveraging social media.

Thursday, June 8th: 6:00pm - 9:00pm - U-Snap Studios, Regina

### **PRESENT AND PRACTICE**

This workshop will provide an opportunity for you to present your professional portfolio, promotional materials and social media, practice delivering your consult and sales presentations, critique, receive feedback and reflect on your journey.

Thursday, June 15th: 6:00pm - 9:00pm - U-Snap Studios, Regina

**Cost: \$120/person/workshop or \$680/person for all six workshops.**

**To register, email [lorimxm@gmail.com](mailto:lorimxm@gmail.com)**

**Registration deadline: May 4th, 2017 - Limited spots available.**