



DONNA FOSTER

ALISON SHAW WORKSHOPS

# Focus on You

*Create your own custom day with us*

5-HOUR INTENSIVE

We're so excited to offer a 5-hour, custom day that's devoted exclusively to you and your photography. If you have a busy schedule, and would like to work with us, this is a great way to learn and grow as a photographer.



Alison has been teaching workshops for 40 years, and has taught over 1000 students in locations around the world. She's known for her striking black & white and color photography. Her work fills 16 books, and is in thousands of private collections. If there's one piece of constructive feedback we've gotten the most, it's that students wish they had more one-on-one time with her. So we're happy to offer exactly that – and so much more.



Sue is Alison's partner in life and business. In addition to running our gallery, Sue is an Art Director, with many years' experience evaluating portfolios, hiring and managing photographers, art directing shoots, purchasing licensing rights, and designing with photos at *The Boston Globe*, *Martha's Vineyard Magazine*, and the *TAB* newspapers in the Boston area. She does all of our marketing and design, including website, books, cds, posters, and self-promotion.

If you've been thinking about deepening your understanding of photography, developing a portfolio, marketing your work, designing and publishing a book, or just getting back in touch with your creativity, this is for you.

Our premium intensive session will give you:

**INSPIRATION** Learn ways to develop your own unique creative photographic style.

**TRAINING** Discover new techniques, marketing tips, and mindset tools.

**STRATEGY** Design a plan for your next steps creatively and practically.

**FEEDBACK** Gain insight from our professional critique of your work.

**FUN** Shoot photos with Alison in the field, and get an inside look at how we work.

## Choose from these options to create your day:

- **PHOTO SHOOT WITH ALISON** If the weather cooperates, plan on going out for a sunrise shoot at one of Alison's favorite locations. You'll get a hands-on tutorial in the field, with an emphasis on technique.
- **CRITIQUE** Alison and Sue will go through your photos in Adobe Lightroom Classic, giving you feedback, insights, suggestions, and tips to make the most of your work. If you have a website, book project, matted prints, portfolio, or any other item to bring with you, we'd love to see it, and can give you a critique on those as well. We make most of our decisions as a team, and find these sessions to be invaluable for ourselves as well as our students.
- **LIGHTROOM COACHING WITH ALISON** Learn lots of Adobe Lightroom Classic tips and tricks, and see how Alison uses this powerful program to organize and maximize the potential of her images. Or ask Alison to work on some of your images, giving you ideas for making the most of your photos.
- **EVALUATE YOUR GEAR** Alison will evaluate your camera(s), tripod, lenses, filters, and other gear, and give you suggestions about what you might choose to buy next, or get rid of. Alison uses Nikon professional digital cameras, and can show you how to use your Nikon equipment. If you have other brands, we may be able to bring in another professional to look at it with you.
- **PRIVATE STUDIO TOUR** We'll show you around our gallery and workspace.
- **MARKETING COACHING WITH SUE** Talk with Sue about design, branding, marketing your work via ads and social media. She can help you write your bio or artist statement, and give you feedback on where to begin.
- **BOOK COACHING** We'll evaluate your book project ideas, read through your book proposal, and give you advice on publishing a book of your photography.
- **CREATING A PORTFOLIO** Alison will walk you through the steps to create a portfolio of your work, so you can show it to galleries or other potential clients.
- **UNBLOCK YOUR CREATIVE MUSE** Both Alison and Sue have researched creativity a lot, and have personal experience with the ups and downs of creative flow, and how to nurture it.
- **APPROACHING A GALLERY** Learn how to present yourself to a gallery or other venue. Get tips on communicating with gallery owners, art buyers, and art consultants.
- **PRINTING, MATTING, FRAMING** Learn how our studio manager, Claire, prints, mats, and frames Alison's photographs in our upstairs studio space.

- **EXPLAIN TECHNICAL CONCEPTS** Alison will teach whatever photographic concepts you'd like to learn, such as: exposure, histograms, camera settings, white balance, raw vs. jpeg, depth of field, ISO.
- **ENJOY A MEAL** We'll take you to breakfast or lunch (depending on time of day) as our treat, at one of our favorite restaurants. We'll talk all about you and your goals, and share some of our stories, if you'd like. (This does not count against your five hours with us.)
- **20% OFF IN THE GALLERY** On the day of your intensive, you'll have a 20% discount in our gallery.

When you book your intensive, we'll send you our Focal Point toolkit to fill out. You'll answer questions about you, your work, and your goals. And you'll choose from the above options, to create your custom day.

Of course it's hard to predict how much time each thing will take. So choose what you'd like to do, and give us a sense of the order of importance each choice has. That way we can stay mindful of your intention for our time together. Once you've chosen what you'd like to do, we'll make a custom plan, and email it to you for approval. Fyi, travel time will not be included in the 5 hours. So if you'd like to do a photo shoot in Chilmark, or go out to breakfast/lunch, the travel to and from (and the lunchtime) will not detract from your 5 hours with us. We recommend the meal, actually – it gives us a chance to learn about you, and breaks up the intensity of the day.

Before your Intensive, we'll also ask you to email jpegs to us (we'll send you the specs to use), so we can preview your work before you arrive. We want to make the most of your time with us, so having this time to familiarize ourselves with you and your work will help us jump right in.



## Registration

In order to register, please fill out the registration form (at the end of this pdf) and either fax: 508-693-5829, or mail: Alison Shaw Photography, P.O. Box 1545, Oak Bluffs, MA 02557.

### OPTIONS

#### **In-person \$2495**

Within a 24-hour period, we'll spend 5 hours with you, plus a breakfast or lunch together at one of our favorite spots. Most in-person Intensives include a shoot with Alison, at one of her favorite locations, and the rest of the time is at our gallery in Oak Bluffs.

#### **Remote calls \$2995**

Split your 5 hours of time into multiple remote calls, via zoom. We do most of our teaching calls this way, and it works beautifully. With this option, you can work with us over time. We'll schedule up to four separate calls, each lasting an hour and 15 minutes. This option can be especially helpful if you're working on a project, and would like feedback at various stages. And of course, it enables you to work with us from the comfort of home.

#### **Sharing your Intensive with another photographer - add \$1000**

Our intention is to spend this time one-on-one with you, so that we're all focusing on your photography, and your goals. If you choose to share your intensive with another person, there will be less time to focus on each person and his/her work. That said, it's fun to do an Intensive with a friend. We've done several Intensives for pairs of friends, and it's been very successful.

Please have each participant fill out a separate registration form, so that each of you can check the activities/coaching you're interested in. Let us know that you'll be sharing the intensive, and designate one contact person to plan our time. We will work together as a group throughout our time together, but all plans will be finalized with your contact person.

### CANCELLATION, REFUND

If for any reason you need to cancel your intensive, please notify us in writing (snail mail, fax, or email). Please allow at least a week advance notice. There is a \$150 cancellation fee. We'll refund the balance within 30 days. No refunds will be offered for no-shows. In the event that we need to cancel or postpone our intensive, for any reason, at any time before or during the day, our liability is limited to the return of fees paid to us, on a pro-rated basis. We will not be responsible for any loss on airline tickets, or any other losses related to cancellation.

## WAIVER OF LIABILITY

Alison Shaw Photography LLC shall have no responsibility or liability for personal injury to any participant, or damage to any participant's property, or for personal injuries or damage to the property of any other person resulting from the participant's



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involvement in our intensive. We shall have no responsibility for the acts, errors, or omissions of instructors or staff, transportation companies, lodging facilities, restaurants, tour guides and outfitters, or other providers of services to participants in the course of the intensive. We have the right to reschedule and to alter the time, context, or format of the intensive in the event circumstances require it. In the event that the intensive is cancelled, for any reason, at any time, our liability is limited to the return of fees paid to us, on a pro-rated basis. We will not be responsible for reimbursement of airline tickets, lodging costs, or other costs due to cancellation or rescheduling of the intensive.

## QUESTIONS?

Please call Sue, 508-693-4429, or email [sue@alisonshaw.com](mailto:sue@alisonshaw.com).

One question we get a lot is about skill level. Alison uses Adobe Lightroom Classic, so it's best if you have this software, and are able to import and export your images. If you need help getting started with Lightroom, we can connect you with our Lightroom coach, Celeste. She works remotely with clients, via zoom. This way, you'll make the most of your time with Alison and Sue. We may suggest that you talk with Alison before signing up, so she can see whether it makes sense to work with Celeste first.

It's possible to do an Intensive with either Alison or Sue – it doesn't have to include both of us. We can talk with you about this.

# Registration Form

Focus on You: *5-hour intensive*

- \$2495 in-person
- \$2995 remote calls
- Add \$1000 for an additional student *Please send a form for each person*

Name \_\_\_\_\_

Mailing address: street or PO Box \_\_\_\_\_

city \_\_\_\_\_ state \_\_\_\_\_ zip \_\_\_\_\_

Phone: home \_\_\_\_\_ work \_\_\_\_\_ cell \_\_\_\_\_

E-mail: (we'll communicate with you via email) \_\_\_\_\_

## Payment as indicated above:

Check or money order: **amount enclosed** \_\_\_\_\_ **check number** \_\_\_\_\_  
*(make checks payable to Alison Shaw Photography)*

Credit card: # \_\_\_\_\_ **expiration** \_\_\_\_\_ / \_\_\_\_\_ **card verification #** \_\_\_\_\_  
(MC, Visa, Amex, Discover) (mo/yr) (last 3 digits on back)

## Information

Please check what you'd like to do for your intensive:

- |   |  |  |   |
|---|--|--|---|
| <input type="checkbox"/> Photo shoot        | <input type="checkbox"/> Private studio tour   | <input type="checkbox"/> Unblocking creativity               | <input type="checkbox"/> Technical coaching |
| <input type="checkbox"/> Critique           | <input type="checkbox"/> Marketing coaching    | <input type="checkbox"/> Approaching galleries               |   |
| <input type="checkbox"/> Lightroom coaching | <input type="checkbox"/> Book coaching         | <input type="checkbox"/> Printing, matting, framing coaching |   |
| <input type="checkbox"/> Evaluate my gear   | <input type="checkbox"/> Creating my portfolio | <input type="checkbox"/> Breakfast or lunch (cost included)  |   |

Years involved in photography \_\_\_\_\_

Previous classes, workshops, professional experience \_\_\_\_\_

What do you hope to gain from your intensive? \_\_\_\_\_

Have you worked with Alison or Sue before? \_\_\_\_\_

How did you hear of the 5-hour intensive? \_\_\_\_\_

## Waiver of Liability

I have read and understand the registration procedures and waiver of liability and agree to be bound by them.

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

## Mail or fax to:

Alison Shaw Photography Workshops, P.O. Box 1545, Oak Bluffs, MA 02557; fax: 508-693-5829

**ALISON SHAW PHOTOGRAPHY WORKSHOPS**

website [www.alisonshaw.com](http://www.alisonshaw.com) email [workshops@alisonshaw.com](mailto:workshops@alisonshaw.com) phone 508-693-4429 fax 508-693-5829