

Photography Workshops

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Preparing for Your Photography Workshop Event

When registration opens:

- Please take a moment to go look at your class(es) to see if all of the information looks correct. If there is an error, let the Education Coordinator know as soon as possible.
- Start promoting your workshop! There are **Social Media Graphics Templates** available for you to customize on the instructor resources page on the PPA website. You can add your favorite image and your class information, and start sharing it on all of your social media.
- You will be able to check your classes' registration numbers throughout the registration period.
 - Log into your PPA account, click the drop down arrow with your name listed, and select **'Go To MyPPA.'**
 - You will then select the **'myEvents'** drop down, and click on **'My Photography Workshops'**
 - You will see a download button available next to your class titles that will provide you with an excel document of your class roster.

One week before class:

- Contact class attendees via email/phone to set class expectations:
 - Provide brief overview of what the class will entail to **create excitement.**
 - List **required and recommended items** needed to maximize class experience.
 - Create a **mini agenda** of the day's events.
 - Be clear on the **delivery method** you plan to use: hands-on, instructor demonstrations, lecture or combination of methods.
 - Provide **directions** on traveling to the workshop and a **contact phone number.**
- Print **on-site registration forms** in anticipation of walk-up registrants.
- Organize **details or materials** you need to create a successful class experience (if applicable):
 - Camera and other photographic equipment
 - Computer/software
 - Table and chairs
 - Hand-outs
 - Presentation notes
 - Back-up weather plan

The day of class:

- **Be visible.** Greet the attendees as they arrive, and provide on-site forms as needed.
- **Be available.** Attendees may need help finding the class. Keep your phone within reach.

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- ❑ **Be consistent and timely.** Match your class activities to your agenda and course description.
- ❑ **Be social.** Snap some images of the class in action with your mobile devices, and share with PPA.
- ❑ **Be observant, friendly and helpful!** Attendees will have a range of skills and abilities, which can be tough for instructors. Regardless of whether an attendee could match you image for image or is struggling with basic concepts, reach out a helping hand and offer constructive advice and a positive attitude. It really makes a world of difference!

After the class:

- ❑ Mail or scan **on-site registration forms** to the contact information listed on each form. Please advise PPA of any attendees who did not make the class.
- ❑ **Expect emails!** Attendees may want to thank you, or they may have questions about the experience or receiving merits for attending. Please direct any questions as needed to PPA. You'll also receive a link to the **Photography Workshop Bonus Pack**, full of great offers from our vendors.
- ❑ **Consider teaching again.** Contact PPA for more information on future dates.