



THE AMERICAN
SOCIETY OF MEDIA
PHOTOGRAPHER'S
75TH ANNIVERSARY
CONFERENCE

Strictly Business

2020

"LOOKING
TO THE
FUTURE"

New England
Connecticut

PORTFOLIO REVIEW

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ASMP SB2020 PORTFOLIO REVIEW TIP SHEET

Portfolio reviews are one of the best ways to forge relationships with potential clients and industry professionals who can give you terrific insight into your own work.

ASMP New England and ASMP Connecticut have pulled together industry-leading photo consultants/ reps, editorial clients, and art buyers for our Portfolio Review which is the final program of the online 75th Anniversary Looking to the Future conference.

Spots are limited so sign up soon as you can. You may spread your three reviews across both days 1/13 and 1/14.

[SIGN UP HERE](#)

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BEFORE THE REVIEW

- VIA SIGNUP GENIUS, SIGN UP FOR A MAXIMUM OF THREE REVIEWS OVER THE SESSIONS ON 1/13 AND 1/14. YOU MAY SIGN UP FOR REVIEWS ON BOTH DAYS. FIRST COME, FIRST SERVED.
- YOU WILL RECEIVE A CONFIRMATION EMAIL FROM SIGN UP GENIUS WHICH WILL HAVE THE RELEVANT ZOOM LINKS.
- CONSIDER USING AN EXTERNAL CAMERA AND LIGHT TO LOOK YOUR BEST. MANY CAMERA MANUFACTURERS HAVE A FREE WEBCAM UTILITY APP SO ALL YOU NEED IS THE USB CABLE TO CONNECT YOUR CAMERA AND COMPUTER.
- ARRANGE YOUR WORK INTO ONLINE GALLERIES (OR PDF, BUT IF YOU DO PDF YOU HAVE TO BE THE ONE TO SHARE YOUR SCREEN, NOT THE REVIEWER). KEEP IT COHESIVE AND CONSISTENT.
- MAKE SURE YOU HAVE THE LATEST VERSION OF ZOOM (VERSION: 5.4.7)
- TEST YOUR MICROPHONE AND SPEAKERS. THIS HELPS TO FIX ANY VIDEO OR AUDIO ISSUES BEFORE THE PORTFOLIO REVIEWS.
- REMOVE EXCESS FILES FROM YOUR COMPUTER DESKTOP AND QUIT UNUSED APPLICATIONS TO FREE UP YOUR COMPUTER'S MEMORY. THIS WILL FACILITATE SMOOTH SCREEN SHARING.
- HAVE YOUR PORTFOLIO WEBSITE OR PDF OPEN AND READY BEFORE YOU JOIN THE REVIEWS.

DURING THE REVIEW

- WE HIGHLY RECOMMEND YOU LOG IN AT 12:55PM (15 MINUTES BEFORE THE FIRST REVIEW AT 1:10PM) FOR LIVE INSTRUCTIONS REGARDLESS OF WHEN YOUR REVIEW IS. ONCE SIGNED IN, PLEASE REMAIN SIGNED IN UNTIL YOUR FINAL REVIEW. AT MINIMUM, SIGN IN 20 MINUTES BEFORE YOUR FIRST REVIEW. CHECK-IN USING THE CHAT FEATURE TO ANNOUNCE YOURSELF IN THE MAIN SESSION.
- CHANGE YOUR ZOOM DISPLAY NAME TO YOUR FIRST AND LAST NAME PROVIDED WHEN YOU REGISTERED. DO THIS UNDER “PARTICIPANTS” TAB, “MORE” NEXT TO YOUR NAME, AND THEN “RENAME” IN THE DROP DOWN.
- IF YOU HAVE A QUESTION, YOU CAN RAISE HAND OR TYPE THE QUESTION IN THE CHAT AT ANYTIME. (NOTE: YOU CAN CHAT EVERYONE OR CHOOSE A SPECIFIC PARTICIPANT).
- YOU WILL BE ASSIGNED AND MOVED TO A BREAKOUT ROOM WITH JUST YOU AND THE REVIEWER. YOU WILL SEE A NOTIFICATION INVITING YOU TO JOIN THE BREAKOUT ROOM. CLICK “JOIN BREAKOUT ROOM.”
- IN ZOOM CHAT, SHARE LINKS WITH HTTPS:// (SO THEY OPEN). YOU AND THE REVIEWER CAN DECIDE WHO WILL SCREEN SHARE AND “DRIVE” SHARE YOUR SCREEN BY CLICKING THE “SHARE SCREEN” BUTTON.
 - SHARE SCREEN OPTIONS: DESKTOP OR BROWSER OR ANY FILE THAT YOU HAVE OPEN. ZOOM WILL DEFAULT TO THE DESKTOP, BUT YOU CAN CHOOSE OTHER OPTIONS. SELECT THE OPTION THAT HAS YOUR PORTFOLIO.
 - ALSO CONSIDER HAVING YOUR WEBSITE, SOCIAL MEDIA, AND ANY OTHER SOURCE YOU USE TO SHARE AND MARKET YOUR WORK.
- AFTER THE 20 MINUTE REVIEW YOU WILL BE BROUGHT BACK INTO THE MAIN ROOM FOR A 5 MINUTE BREAK. THERE WILL BE A 10 MINUTE BREAK FROM 2:45-2:55PM BETWEEN REVIEWS 4 AND 5. FEEL FREE TO SAY HELLO TO OTHERS AS YOU WOULD AT CONVENTIONAL PORTFOLIO REVIEW BETWEEN REVIEWS.

TIPS FOR SHOWING YOUR PORTFOLIO

- START WITH HELLOS AND SHARING YOUR SCREEN WITH YOUR WORK.
- IF YOU ARE PRESENTING A PDF OR A WEBSITE CONSIDER LAG TIME IN LOADING PAGES. YOU WILL HAVE 20 MINUTES TO USE HOWEVER YOU WISH (10-20 PIECES OF WORK IS A GOOD NUMBER).
- YOU CAN GO AT A QUICK PACE IF YOU PLAN TO SHOW A LOT OF WORK OR START WITH YOUR FAVORITE PIECES AND GO AT A MORE RELAXED PACE.
- IF YOU ARE SHARING VIDEO, SHARE IN ADDITION TO OTHER LINKS UNDER "PORTFOLIO LINK" IN SIGN UP GENIUS SO THE REVIEWER HAS THE CHANCE TO POSSIBLY SEE IT BEFORE THE REVIEW.
- REVIEWERS WILL SIMPLY LISTEN TO YOUR PRESENTATION AND JUMP IN WITH A CRITIQUE OF THE WORK/WHAT THEY THINK IS WORKING/WHAT COULD BE IMPROVED.
- HONEST ASSESSMENTS FROM THE REVIEWER ARE ALWAYS VALUABLE AND SHOULD BE APPRECIATED.
- DON'T ASSUME THAT YOU WILL BE OFFERED WORK FROM ANY OF THE REVIEWERS.

AFTER THE PORTFOLIO REVIEW

- FOLLOW UP WITH YOUR REVIEWER AND THANK THEM FOR THEIR TIME.
- IF YOU'RE INTERESTED IN ADDING TO YOUR EMAIL LIST ETC, WE ONLY ASK THAT YOU DO SO AFTER CONFIRMING WITH THE REVIEWER THAT IS OK.

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CHAPTER DETAILS

ASMP NEW ENGLAND AND CONNECTICUT CHAPTERS

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