

"Rearview Mirror Panel"



@ Adorama
NYC, NY - November 2011

**Staying on Point - Getting Ready for 2012 -
New Year, New Ideas**

**Stop Looking in the Rearview Mirror and
Just Drive the Car!**

As the year 2011 draws to a close, this round table panel (minus the table) assembled (not the table) and moderated by Louisa Curtis of Chatterbox Enterprises, is destined to be revealing as well as informative.

How does a photographer continue to "stay keen" and what sort of a plan should they be making for 2012? What do they need to do to stay on point and remain relevant in these changing times? What skills should they be sharpening and which should stay in the toolkit?

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Topics discussed included:

- What makes a photographer stand out from the crowd in today's saturated market?
- How has the marketplace changed, and what do you anticipate seeing in the near future?
- Do you intend to make changes in how you promote yourself and your business, and if so, what are they?
- How much has "social networking" played a part in your promotions—and will you do more in the coming months?
- What have you done specifically to successfully grow your business?
- What topics does the panel see as most relevant now and into next year?

Panelists for November, 2011:

Louisa J. Curtis - Panel Moderator

Julie Grahame – Editor-in-Chief @ aCurator

Andrea Verdone – Photo Editor @ Women's Health Magazine

Steve Whittier – Creative Director @ Y&R

Jess Dudley – Producer @ Wonderful Machine

Chris Buck – Photographer

Robert Luessen - Studio Manager @ Chris Crisman Photo

Stephen Mallon – Photographer & Videographer