

# Understanding the Value of Your Work Within Multiple Markets

A lecture by Mary Virginia Swanson

Thursday, February 25, 2016

6:30 Social hour with light refreshments

7:00 Lecture with Q&A and a discussion to follow.



American Society of Media Photographers  
Arizona Tucson

Presented by:

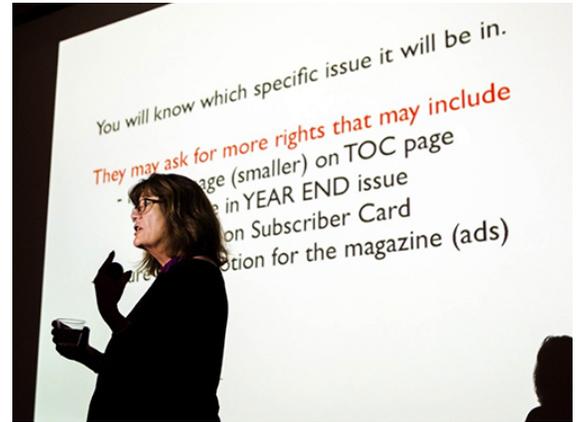


Image © Steven St. John

One of the most exciting recent developments for photographers is the growth of new markets for their work. The value of their work is different for each buyer. In this seminar, Swanson will demystify new markets within today's diverse photography marketplace and assess the role photography plays within them. She will discuss how to identify new buyers of images and the most effective approaches when introducing oneself and considerations for which artists must be mindful when taking their artwork across multiple markets.

**Free for all students with school ID**

**\$10 for ASMP members | \$20 for non-members**

RSVP is required by February 20 to [martha@marthaloichertphotography.com](mailto:martha@marthaloichertphotography.com)

**650 N. 6th Avenue (southeast corner of 6th Ave & 4th St)**

Martha Lochert Photography in the Balfour Walker / Chris Mooney Photo Studios

*Parking in dirt lot SE of building or along curb, carpool when possible.*

*Mary Virginia Swanson is an author and educator who helps artists find the strengths in their work, identify appreciative audiences and present their work in an informed, professional manner. Her seminars and lectures on marketing opportunities have proven to aid photographers in moving their careers to the next level.*

*Swanson is the Executive Director of LOOK3 Festival of the Photograph, held annually in Charlottesville, Virginia. She is the recipient of the 2015 Honored Educator from the Society for Photographic Education, the 2013 Lifetime Achievement FOCUS Award from the Griffin Museum of Photography and the 2014 Susan Carr Award for Education from the American Society for Media Photographers (ASMP). A graduate of Arizona State University (MFA, Photography) Swanson has lived in Tucson for over 20 years, commuting from here to industry engagements. She co-authored with Darius Himes the acclaimed *Publish Your Photography Book: Revised & Updated* (2014). Her current book project is *Finding Your Audience: An Introduction to Marketing Your Photographs* (2016).” [Learn more at www.mvswanson.com](http://www.mvswanson.com) and [www.look3.org](http://www.look3.org).*