

PPOC Central Ontario Branch Meeting Minutes

Date: January 30/16

1. Call to Order: The meeting was called to order by the Chair, Jennifer Gilbert at 4:55 p.m.

2. Image Competition: PPOC Accreditation categories were used for judging. Recommendations for portraits included about avoiding plaids and looking at details, such as hidden hands and feet, distractions including blades of grass, highlights, and skin that is red or has inconsistent colours. Blur should be gradual and framing, should be considered, eg. if an image is centred, it should be completely centred. "Environmental" refers to portraits shot in the environment rather than a studio. The mat size is 2880 x 5120.

3. Accreditation and Salon Categories: Jennifer spoke about accreditation and salon categories. The pre-accreditation review will open two weeks after the Feb Accreditation judging. Fifteen images will be submitted and feedback for ten strongest images will be received. Lisa will help with marketing for meetings will send out info for accreditation, post on Facebook, encourage suggestions, elections. If interested, submit name, advantages of taking positions - earn service merits, print through acc and national salon, service on website about merits (all positions) .

4. Refreshments: A light dinner was provided.

5. Guest Speaker: Bryan Caporicci, MPA presented a workshop on ***Creating a killer client experience.*** Bryan is a wedding and portrait photographer, and the cofounder of Sprouting Photographer.

Bryan discussed Volkswagen's customer experience which guides clients through an experience throughout the buying process. They look at any room for improvement; and polish and price themselves based on the value they provide. He encouraged us to work in the CEO mode to ensure we are going in the right direction. Customer Experience is going above and beyond, e.g. gifts, complimentary service. This leads to customers for life.

Bryan's tips for Exceeding Expectations

- ✳ be the best photographer you can be
- ✳ don't show your best work online
- ✳ give yourself the last 15% of each session as "creative" time for you

- * don't retouch your proofs
- * under promise and over deliver
- * be professional
- * become a consultant - design consultant in home
- * guide your clients through the process

Delivering surprise

- * hand written thank you note
- * send out personal mail
- * "date night" package
- * send flowers to bride at work (get address when book them)
- * sticky albums as a surprise
- * give 5 matted prints with digital files

Adjournment: The meeting adjourned at 10:00 p.m.