



2010 Events

Join us for our pre-conference workshops :

Free for attendees of the Dec 4 Idea to Book conference who register before October 31

Date: **Friday, Dec 3**

Time: **7:00-9:00pm**

Where: **Parsons Paris School of Design 14, rue Letellier 75015**

For more information, please contact: advisor@scbwifrance.com

The Secrets of Building a Better Portfolio and Showing it Effectively with John Shelley

What makes your portfolio stand out from the crowd? How do you make your artwork resonate in the mind of an art director?

This workshop offers tips on strengthening your illustration portfolio and tightening your presentation skills, including focusing on your best work, establishing a rhythm, the ins and outs of compiling a professional portfolio, and tips on presentation.

OR

Presenting Yourself with Sandra Carey

As writers and illustrators, you often need to "pitch" your work to different audiences. Being able to speak about your work with grace, command, passion and authenticity is essential if you want to influence your audience. In this workshop we play with specific tools that can help you achieve these essential qualities of effective communication whether you're speaking in formal or informal settings, or with large groups or one person. It's more than delivering information. It's about letting your personality emerge as you express your message clearly and effectively.



Sandra Carey is an international coach at The TAI Group. The TAI Group is a communication, leadership, and organizational development consulting firm. Sandra has designed and delivered programs for business professionals, writers, teachers and artists. Clients include School for Visual Arts, IMD Business School, Digitas, Boston Consulting Group, and Vitruvian Partners.

John Shelley began illustrating in London, his first picture book *The Secret in the Matchbox* being shortlisted for the Mother Goose Award. From 1987 he lived in Japan for over 20 years, receiving numerous awards for commercial illustration in Tokyo in addition to maintaining a steady output of children's books for Western and Japanese markets. Shelley returned to the UK in 2008, though still retaining strong connections with the Far East. The former Illustrator Coordinator of SCBWI Tokyo, he's now co-illustrator representative in the UK, and a member of the SCBWI Board of Advisors.