

My practice is not sustainable....

Oral Presentation

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October 2017

Position

- Mission
 - To be a respected visual storyteller based in Essex telling local stories based on globally relevant subjects
 - Engage with a global audience through multiple channels
- Products
 - Limited edition prints
 - Limited edition photobooks

Practice DNA

- Exploration of practice DNA
- Early images and their evolution to today's practice

SWOT Analysis

- Strengths
 - Creative photographer,
- Weaknesses
 - Lack established client base
- Opportunities
 - Chelmsford rapidly growing city with increasing affluent population
 - Close proximity to London
- Threats
 - Other local photographers
 - Low cost of entry into

Marketing Plan

- Short term objectives
 - Refining marketing strategy
- Medium term plan
 - Dec to Jul
 - Exhibition Show Launch 1st August 2018

Social Simon

- Social engagement activities

London Photo Show

- Practice objectives for show
- Preparation for Show
- Show review

Future - Path to Sustainability

- Plans for next 6 months
- Plan into future

... yet