



A GRAPHIC ARTISTS GUILD NATIONAL PROGRAM PROFESSIONAL PRACTICES TELECLASS

WHAT AN ILLUSTRATOR'S REPRESENTATIVE CAN & CAN'T DO FOR YOU

EVENT DETAILS:

**Thursday,
October 30, 2008
2:00 – 3:30 PM**
East Coast Time

Phone number and
passcode will be provided
upon registration

Registration Fee:
\$15 members
\$25 non-members

Registration closes
at end of day
Tuesday, Oct. 28.

Please register early!
A minimum of pre-
registered attendees
must be reached or the
teleclass will be cancelled.

Your paid registration
includes a copy of the
audio file, so register
today to secure your
place on the call!

SNAILMAIL CHECK /
MONEY ORDER /
CHARGE PAYABLE TO:
Graphic Artists Guild

We will confirm your
registration by e-mail, so be
sure to include your e-mail
address in the registration
form. This e-mail address will
also be used to send advance
materials for the teleclass, if
applicable.

50% Cancellation Fee if you
give the Guild more than
24 hours notice of your
cancellation. No refund if you
do not alert the Guild more
than 24 hours in advance and
do not show up.

No matter how talented you are, a viable business approach is imperative for earning a living. These days we can no longer depend on personal relations as the mainstay of our income. To succeed you must create work that reflects the assignments you want to receive; get your work seen by appropriate people who can hire you; learn how to conduct successful transactions and negotiations; and maintain the creative and business sides simultaneously.

To address these needs, Vicki and partner Gail Gaynin write *CareerTalk*, a regular column for the premier industry magazine: *3x3 The Magazine of Contemporary Illustration*. Several of Vicki's articles will be distributed to all attendees of the teleclass. Come prepared with questions after reviewing the articles!

Find out more about:

- When an illustrator is ready for an agent or representative
- How to approach an artist representatives firm
- Determining a good fit with an agent, differences between agencies
- What an agent CAN do for you
- What an agent WON'T do for you

Presenter: Vicki Morgan
Principal of Morgan Gaynin Inc., Illustration Representatives

Vicki's years studying art at Syracuse University, School of Visual Arts and Cooper Union contribute a welcome understanding and empathy to her work as an illustrators' agent. Vicki started her business over 25 years ago as a representative for 3 illustrators. At that time, each agent only represented a handful of illustrators. Artists and representatives spent their days cultivating relationships with art directors on the phone, presenting portfolios in offices, and hand delivering finished art.

Things are radically different now. Vicki has successfully made the transition to the changes in client interaction, techniques, and expectations accompanying our digital age; the challenges of rollercoaster economics; the evolving illustration styles. Today, Vicki and partner, Gail Gaynin, manage an agency that exclusively represents 40+ international illustrators.

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HOW TO REGISTER: Print this form, fill it out, then mail with check / money order / credit card to:
Graphic Artists Guild, 32 Broadway, Suite 1114, New York, NY 10004
or FAX to: (212) 791-0333.

Your Full Name

Daytime Phone

E-mail Address: **MUST BE INCLUDED TO RECEIVE ADVANCE MATERIALS** (if applicable).
The Graphic Artists Guild will also notify you of your registration status via e-mail.

Full Street Address

Credit Card Number

Credit Card Type

Name on Card

Expiration Date

Signature