

Make the right choice

Booking a photography workshop is a serious and expensive business and you want to make sure you pick the best company to get the most from your money. This isn't easy – here's our practical guide to getting it right

Maybe you're thinking about which photography workshop to go on next year, but how on earth do you choose between the many companies all heading to the same destinations with what certainly look like similar photography opportunities? You know what subject area interests you and you have an idea what you want to learn, but when you start searching on the web, you find loads of different companies offering courses, photo tours, photo workshops and photo holidays. The choice is overwhelming.

First of all, it's worth explaining the differences between a course, a photo tour, a photo workshop and a photo holiday. It seems the terms have become rather vague and are often used interchangeably.

A 'course' is full-on tuition in a short session – it's all about theoretical learning and often in the classroom rather than on location. A 'photo holiday' or 'tour' is what it says on the tin – a holiday with photographic opportunities throughout the day, although not usually with the early starts and late finishes that guarantee the best light and therefore the best results.

A 'workshop' involves some theory but is coupled with exceptional photographic opportunities and experiences with hands-on tuition during the shoots. The itinerary is therefore flexible depending on weather conditions and light with both planned and unexpected opportunities. It means you won't be doing the shoot that only works with a gorgeous sunset if there isn't one.

So start by knowing what you hope to achieve from your trip and then read the itinerary to ensure what's on offer is what you want. An incorrectly labelled trip will be disappointing and a waste of time and money.

After that, there are two simple rules. The first is: go local. Book with a company that is actually based where you want to go. You absolutely can't fault on-site expertise from a locally based company that has the best contacts in its everyday activity. Why go to any country with a foreigner like yourself? Choose a company that is situated within the local community and you can't go wrong.

The second is: select a specialist. Do you want to book with a photographer who goes all over the place and is a jack of all trades with no expertise anywhere? Pick a company that specialises in what you want to do and where you want to go.

So if you like the idea of a workshop in the Camargue, then Create Away must be top of your list because it is the only photography workshop company actually locally based. It has quickly become the number one specialist for the region, thanks to its strong and long-established links with the local people and its deep respect for the traditions and wildlife

“

Create Away guarantees an experience different from the rest for award-winning photo opps

of their treasured land, which adds greatly to the experiences you will enjoy during the various workshops they offer. With exclusive access to private areas, inaccessible to everyone else, Create Away guarantees an experience different from the rest for award-winning photographic opportunities.

Create Away is run by founder and professional photographer Serge Krouglikoff. His family originate from the region and he spent most of his childhood growing up there before moving to Brussels to study fine art and photography. He later became a highly successful international fashion photographer based in London and travelling the world for advertising and editorial campaigns. This was in the days when you had to know what you were doing with your camera and understand lighting – no digital, no Photoshop, just your own skill and the ability to keep Joan Collins, amongst others, happy.

Helped by Serge's intimate knowledge of the Camargue and his outstanding expertise you will come back with stunning pictures to be proud of. There is a variety of workshops and tours to suit photographers of all ability levels and interests including wildlife, landscape, street and action.

Create Away has exclusively offered *Photography News* readers a 5% discount on any 2017 workshop if you book by 31 December 2016. Please quote 'Photography News' when booking to claim your discount.

➔ www.create-away.com

> Find out more

For further information, contact Ros Bennett, responsible for reservations and customer care on 01203 642 2448 or +33 6 12 03 08 98 and she will guide you along the way. Or visit the Create Away website for full details of the courses and workshops on offer.

