

How to choose your trip of a lifetime

How to select the best company when you book a photography workshop. **Serge Krouglikoff** of Create Away helps you decide



Maybe you're thinking about which photography workshop to go on this year? How on earth do you choose between the many companies all heading to the same destinations with what certainly looks like similar photography opportunities?

Here are some top tips to help you make your choice:

- Start with a game plan and set of goals from the start to assure that you get as much as possible out of a workshop.
- Read the itinerary carefully to ensure what is on offer is what you are looking for – as the 'title' of a trip can be misleading!
- Consider group size – the tour leader to participant ratio is important to ensure you receive the guidance you need to come away with great photos.
- Bear in mind the accommodation on offer (you might not want to be sharing – or paying the single supplement – again!).
- Consider what support you are offered by the company before/after the tour – it's not *only* about the workshop.

- Check out the tour leader's own photos and make sure these same photo opportunities will be offered on your tour.
- Look at previous customer feedback and their recommendations.
- Last, but not least, a quick response time and a friendly and helpful reply from your first enquiry will be a good indicator of what's to come.

After that, there are three simple rules. The first is to book with the company that is either based in – or has a strong connection with the place where you want to go, including access to local guides. You absolutely cannot fault on-site expertise from a company that has the best contacts in its everyday activity.

The second rule is 'select a specialist' – pick a tour leader that has specific experience and know-how in what you want to do and doesn't have a finger in too many pies!

Thirdly, you could simply choose a tried and tested course leader or company you had a good experience with previously (as long as it remains within his or her remit).

Create Away is piloted by founder and professional photographer Serge Krouglikoff and, despite the surname, Serge is more French than Inspector Clouseau! His family originate from the Camargue region and he spent most of his childhood there



before heading to Brussels to study fine art and photography, moving on to London to become a professional photographer. This was in the days when you had to know what you were doing with your camera and understand lighting – no digital, no Photoshop nor Lightroom – and you still had to produce the perfect shot!

Create Away has quickly become the number one specialist in the Camargue,

thanks to its strong, established links with the local people who have deep respect for the traditions of their treasured land. With exclusive access to private domain, inaccessible to everyone else, you are assured an experience different to the rest for award-winning photographic opportunities.

To tick this off your bucket-list, please contact Ros, who is waiting to help you plan your trip of a lifetime!



PROFILE

Serge Krouglikoff founded Create Away to communicate his passion and professional know-how, developed over the course of his photographic career. Based in London as an international fashion photographer, he worked at the top of the industry, travelling across the globe for editorials and advertising campaigns as well as photographing many celebrities. Create Away arranges Camargue photography workshops to capture the iconic Wild White Horses, Pink Flamingoes, Black Bulls, Landscapes, Portraits & Festivals. Outside the Camargue, Create Away offers breathtaking Landscapes of Provence Villages, Lavender & Sunflower Fields; exhilarating Classic Yachts Regattas in Antibes & Saint Tropez on the Cote d'Azur and a fabulous new Photo Tour to Cuba.

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