

Press Release



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For immediate release

Principal sponsor:

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Visual Connections New York 2016: lots new to look forward to!

Visual Connections returns to New York on **Thursday, October 27th** to stage another free discovery, networking and education event exclusively for buyers and commissioners of photography, footage and illustration. The venue will again be **Metropolitan Pavilion**, conveniently located in Midtown Manhattan.

This is a unique opportunity for creative directors, designers, editors, publishers and producers to find creative inspiration and new providers of assignment and stock visual media; to pick up tips about legal issues, trends and new resources; and network with peers from leading creative and editorial companies.

“Visual Connections brings picture professionals together better than any other regular event I know of.” – Doug Brooks, Image Research Team

22 of the 68 exhibitors are new to Visual Connections New York and represent the full gamut of stock and commissioned photography, motion and illustration. They include artist reps ETC Creative, Illustration USA, Renee Rhyner, and Robert Bacall Reps; 360° panoramas specialist 360Cities; movie and TV archives British Film Institute, British Pathé and CNN Collection; user-generated content specialists EyeEm, Newsflare and Scopio; research tools from Capture, DMLA, Footage.net and Stockindexonline; and many other stock agencies.

Visual Connections is delighted to be working again with **Workbook**, the leading marketing resource for commercial photographers and illustrators, as the event’s Principal Sponsor.

“Visual Connections gives us the opportunity to take our message about the power of assignment photography and illustration to an entirely new audience,” said Bill Daniels, CEO of Workbook.”

“Visual creatives who routinely use stock benefit from seeing the work of some of the world’s top photographers; and those who mainly commission new content benefit from seeing the wide variety of stock available when time or budgets are tight,” says Deborah Free, Co-President of Visual Connections.

The ever-popular annual Keynote Q&A will focus on the issues surrounding publishing and sourcing visual content on social media platforms. The panel includes two intellectual property attorneys, **Nancy Wolff** and **Bob Stein**, with interestingly different perspectives.

The first afternoon session will look at cutting-edge technology to help with finding the right visuals fast. This is followed by presentations by four leading producers and photo/videographers and discussion around how to go about commissioning or producing high quality shoots that combine motion and stills.

The final session is with guest speaker Anna G. Dickson from **Google** talking about “Navigating the new world of imagery is trickier than it seems.”

Full details and registration for free entry may be found at visualconnections.com/newyork

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About Visual Connections

Visual Connections is a marketing services company focused on connecting buyers with suppliers of photography, footage, illustration and other media. The company owners, Deborah Free and Edward Leigh, have over 50 years combined experience in the industry and have run trade fairs, for Picturehouse then Visual Connections, since 2003.

<http://www.visualconnections.com/>

About Workbook

Workbook, in print and online, is the leading marketing resource for commercial photographers and illustrators. For nearly four decades, Workbook has helped top artists connect with the creatives who hire them while providing expertise to the industry at large.

<http://www.workbook.com/>

Note to editors

The Visual Connections and Workbook logos, and a selection of photographs from previous Image Expos is available for free editorial use:

<http://www.visualconnections.com/PR/>

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