



INTRODUCTION TO VISA POUR L'IMAGE

Visa pour l'Image is a festival of visual journalism that takes place in Perpignan, France in September.

During this unique event, you will join thousands of other visitors who have come to the city to visit exhibitions of the world's most outstanding photojournalism.

You can also enjoy evening screenings in the open air medieval enclosure of the Campo Santo, as well as taking part in conferences and meeting representatives of the world's leading photo agencies.

Canon's relationship with Visa began in 1990 with Canon France sponsoring the event. Canon Europe then took over this sponsorship in 1996, with Canon becoming the primary sponsor in 2005.



For more information on the festival visit:

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

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WHAT CANON IS ALL ABOUT

We champion visual storytelling by supporting existing pro and prosumer photographers, as well as nurturing the next generation.

We offer an all-encompassing programme of content, services, support and products under the pillars of Inspiration, Education, Amplification and Support.



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THE INITIATIVE



We will be sending the **best 200 photography students from across Europe** to Visa pour l'Image during it's Professional Week.



Each student will attend Visa pour l'Image for three days with their **travel and accommodation paid for** by Canon.



Key activities will include guided tours of **exhibitions, workshops, portfolio reviews**, evening **screenings** and **networking** opportunities.



A select few will join our **influencer programme** for the following year.

VISA POUR L'IMAGE : PROFESSIONAL WEEK

WHAT'S HAPPENING?

During the Professional Week (4-10 September) thousands of professional photojournalists are offered an opportunity to meet their peers to talk about their work and their profession.

Exhibitions

The exhibitions are open from 2-17 September and showcase photography on a wide variety of important global issues.



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VISA POUR L'IMAGE : PROFESSIONAL WEEK

Screenings

Campo Santo is the venue for the evening screenings. The programme of films on show here includes a review of key news stories from the previous year, as well as reports and features on a variety of important issues.

Networking

Perpignan is the place where professionals can discuss their problems, debating issues involved in producing and using pictures as well as the future of the profession.



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STEPS OF THE PROGRAMME



Top photo schools and universities will select their best students and share their email addresses with Canon by end of May.



Canon will maintain close communication with the students through our online registration management tool so we can book their flights and finalise their accommodation.



Students will prepare their portfolio in a digital format.



Students will bring their own camera.



The final programme will be shared with the students before Visa starts.

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GROUP 1 ACTIVITY PLANNING

	6 September	7 September	8 September
Morning	Arrival of the students in Perpignan , hotel check-in	Magnum portfolio review	Hotel check-out, followed by workshop at the Palais des Congrès
Afternoon	Talk at Palais des Congrès	Visa exhibition tour	Bus transfer to airport for departure
Evening	Networking	Screening at Campo Santo	

MAGNUM PORTFOLIO REVIEWS

Canon and renowned photo agency Magnum will run 200 Portfolio reviews in the Canon Space at the Palais des Congrès.

The aim of these reviews is to help student photographers assemble a selection of shots worthy of a professional portfolio.



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WORKSHOPS

Workshops will be conducted by our Canon Ambassadors and Explorers.

These workshops, held within the Canon Space, will include:

- + A **talk by** a Canon Ambassador or Explorer on the first day.
- + A **practical workshop** on the last day.



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#CanonatVisa2017

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SEE YOU THERE

ViSA
POUR L'IMAGE
2017 **PERPIGNAN**

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