



Inspiring
Educating
Empowering



Image by John Wright, award-winning photographer and YPA mentor

Inspiring, educating, and empowering the next generation of photographers

The Young Photographers' Alliance (YPA) was created to help young photographers aged between 18 and 29 bridge the gap between their passion for photography and professional success.

Throughout Britain, there are thousands of young people who have the talent and desire to become professionals. While digital technology has made the mechanics of taking pictures easier, the industry itself, already complex and competitive, is becoming ever harder to break into.

Initially founded in New York in 2009, YPA is now established here in the UK. Led by industry professionals, YPA nurtures young talent, helping them to develop both the photographic skills and business acumen required to build successful and sustainable careers. We provide access to practical industry knowledge, resources and contacts. Our focal activities are:

- Mentoring programmes
- Folio reviews
- Educational opportunities

YPA Membership

In order to reach and support the largest number of aspiring, young photographers, we have developed a unique membership scheme for just £10. At its heart is our Members'-only site. It is a gateway to crucial industry standards information as well as technical, creative and business advice from accomplished photographers, editors, art buyers and agents. With a chat-room and message board, our Members' Area also acts as a forum for young photographers to network and ask questions. As YPA Members, young photographers are given access to apply for places on our prestigious Mentoring Programme and Folio Review.

Great talent isn't just born. It's developed.

We have created a range of programmes and offerings that help to provide young photographers with practical skills contacts, and industry information to help them launch their careers.

YPA Mentoring Programme

Our Mentoring Programme links young, emerging photographers with established photographers and picture editors, teaching them how to work to a brief while honing their technical skills and their creative approach. YPA assigns a single brief to small teams of young photographers, giving them two months to deliver their final projects. During this time, our mentors meet regularly with their teams, offering support and guidance from the initial conceptual stage through to the final editing process. It is a hands-on, intense and high-value programme. With mentoring teams in London, Glasgow, and Cardiff, the six-session programme extends across the United Kingdom.

The Programme runs in conjunction with the charity's North American scheme, establishing YPA teams in over ten cities across the US, Canada and the UK. The output is dazzling: a wealth of unique photographic projects that showcase individual creative voices and international perspectives on one common theme. This format lends itself to a range of PR opportunities, increasing the profile of our participating photographers, our partners and the charity. The work from our 2010 inaugural programme was exhibited in New York in January of this year, and the programme was featured widely in the photographic press.

YPA Folio Review:

Even the best raw talent needs a strong network of clients and contacts to succeed. For most aspiring photographers, developing such a network proves too hard, and ultimately they fail to launch sustainable careers as a result. Through our Folio Reviews, we give selected, promising, young photographers the elusive one-on-one time with leading picture-buying professionals they need.

At this networking event, young talent can show their portfolios and get feedback from a range of editorial and commercial clients and agents. YPA has secured the attendance of top picture editors, art buyers and creatives from leading magazines, newspapers, book publishers, stock libraries and advertising agencies.

Additional educational opportunities

At YPA we provide real world, practical, hands-on education and advice. We have developed our Members' site to reach as many young photographers as possible. Our Members' Area includes crucial industry standards information, supplying YPA Members with material and advice on intellectual property, model / property releases, best practice requirements for stock photography, and standard quotation templates for commission work. The Members' Area also provides inside advice from leading industry professionals. We post videos of top photographers from a range of disciplines, sharing tips on anything from the necessary gear to how to market effectively.

We also periodically host live chats with respected editors and photographers, giving our Members the opportunity to speak directly to experienced professionals. In the future, YPA plans to host masterclasses, seminars and workshops with renowned photographers, editors, and creatives.

You can help. Support us.

To fulfil our mission, we rely on assistance from individuals and organizations, both within the photographic industry and beyond. Supporting YPA gives you the opportunity to play a key role in the future of professional photography.

There are several ways you can help:

Become a sponsor

Start a dialogue with creative, trend-setting youths. Sponsorship opportunities are available across all YPA activities, media and assets both in the UK and US.

Become a media partner

Help us spread the word by allowing us to reach a wider audience through your media.

Become a mentor

Give back by sharing your knowledge and experience with young photographers, transforming their future career prospects.

Volunteer

We are all volunteers, join us! Donate your time to help us with our programmes and events in return for a warm fuzzy feeling.

Make a donation or endowment

Make a difference by supporting our programmes and operations through a donation or endowment.

Offer discounts to YPA members

Less is often more. YPA offers unique access to a body of future professionals, consumers and talent.

Contact us

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youngphotographersalliance.org.uk

Our Advisory Board

Chair / UK Founder:

Erin Moroney Director and Founder of Axiom Photographic Agency

Our Board:

Sophie Batterbury Picture Editor, *The Independent on Sunday*

Marni Brownlees Senior Resource and Buying Manager, Dare Digital

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Caroline Metcalfe Photography Director, *Condé Nast Traveller*

Mary Robert Photography Lecturer and Head of Department, Richmond, The American University in London

Melissa Turner Contributing Picture Editor, *Fabulous Magazine*

John Wright Award-winning Portrait / Celebrity Photographer