

INDUSTRY NIGHT

THURSDAY, MAY 14, 2009

<http://www.colum.edu/industryntight>

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Last year we put well over 500 professionals face-to-face with our graduating students across 5 events. Business cards were exchanged, resumes were dispensed, portfolios reviewed and connections made.

This year we have expanded the event to include 8 receptions that showcase all our diverse talent-- eager for feedback and industry insight.

Industry Night is a networking event, not a job fair. This allows for professionals to flow through our various receptions at their pace, interacting with everything from gallery exhibits to music performances. We are most interested with giving our students a real world experience, not a canned or tabled event.

As young professionals just entering the creative community we hope networking nights such as these will give them the tools for a successful career.

Photography students have the opportunity to register for Industry Night based on the type of professionals they most hope to meet. This means primarily the following two events:

1. Art Expo

Featuring: Painters, **Photographers**, Book & Paper, Interdisciplinary Artists, Sculptors, and Visual Arts Managers

At galleries across campus / 5-8PM

All galleries in Chicago are invited and we strongly encourage non-gallery attendees from other events to go to the Art Expo to check out student work for purchase.

Photography students who register for Art Expo will attend the gallery event in which their Manifest work appears. We encourage the students to also bring their portfolios.

Last year, we had record-breaking sales for photography. In addition to offering valuable feedback and advice to students to help prepare them for the real-life gallery world, Martha Schneider of Schneider Gallery purchased student work and also found some talent for her gallery. Catherine Edelman of Edelman Gallery was introduced to a student that she added to her Chicago Project.

2. Creative Station

Featuring: Advertising, Copywriters, Graphic Designers, Illustrators, **Photographers**, Marketing, Motion Graphics, Web Designers & Developers, Game Designers & Developers, Product & Industrial Designers, and Fashion Designers

618 S. Michigan Ave. / 4-7PM

Last year's Creative Station was perhaps the best-attended event of the night, with over 200 professionals at one reception! Attendees included photographers Paul Elledge and Leasha Overturf, Saverio Truglia, Sandro, Tyllie Barbosa, Ryan Robinson, Andrea Mandel, Steve Grubman, and Brian Kuhlmann, to name a few. It also included Artist Agents Patti Schumann, Carolyn Somlo, Bunny Fisher, Sharon Langley, Tom Maloney and Erica Chadwick. Countless other art buyers and art directors from every major ad agency (DDB, BBDO, DraftFCB, Burrell, etc.) plus designers and interactive designers, as well as magazine and newspaper photo editors.

Every single photographer listed above ended up hiring at least one of our students in some capacity. Many for freelance assisting opportunities, some for full-time studio management. An advertising agency actually hired a photography student to shoot a local advertisement (in addition to scouting art direction and design talent for their agency). A photographer hired a CCC interactive student to design his website. I could go on and on, but you get the idea of why it's so important to cross academic lines and put all students together to appeal to industry.

Students - Industry Night F.A.Q.

Is this a job fair?

No, this is not a job fair. While it might lead to job opportunities this is at its core a networking experience where the industry comes to you. No other time in your career will you be in a room with this many professionals.

Why do we do this?

We do this in order to provide you an opportunity to build relationships early and while they might not lead immediately to a career they will over time prove valuable.

Who should go to Industry Night?

December 2008 and May 2009 graduating students.

What should I bring?

If you're attending the Creative Station, you should have your portfolio, business cards and promotional materials. You will sit at a table with these materials and the professionals will come to you. If you're attending Art Expo, you should also have the same materials, but you will be standing in front of your work and mingling more like a gallery opening. We will provide tables off to the side should you meet with a fine artist or gallery representative that you would like to shore more of their work to.

What should I wear?

Dress like a creative industry professional. That often means nice, clean, and casual.

How do I prepare?

Utilize the resources available to you in your department and also be sure to visit the Portfolio Center where you can sign up for portfolio reviews, attend workshops, enlist production assistance and ask questions.

The Portfolio Center will be conducting information sessions on how to prepare for Industry Night on:

Wednesday, February 11 at 12PM

Tuesday, March 3 at 10AM

Thursday, April 2 at 3PM

What Graduates Said About Industry Night 2008

"I never would have guessed this was the first year of Industry Night. Sure there were a few glitches, but you pulled it off like no one else could. A room filled with not just professionals, but an A-list of professionals. Very impressive. Everyone was happy. It was simply amazing."

"... thanks for introducing me to all those people! I have more business cards now than I know what to do with."

"It was a great way to reconnect with people I have already met, put faces to the names that I already knew but hadn't met, and to meet a couple new people I had never heard of."

"Industry Night very much exceeded my expectations. I had a lot of fun and gained a lot of valuable information."

"Wow! This event exceeded my expectations! I thought I would go in with the hopes of making just one good connection. Instead, I met a ton of people, received a lot of positive feedback...in fact, I think I walked away with three job offers! Thank you so much for offering this type of event to us."