



THE EAST ANGLIAN FEDERATION OF PHOTOGRAPHIC SOCIETIES

Member of the Photographic Alliance of Great Britain

Light at the End of the Tunnel

The pandemic has disrupted most aspects of life over the last eighteen months. Camera clubs have been affected in the same way as many organisations although they have probably survived better than many due to the ease with which images can be shared on-line using Zoom and the like. Most camera clubs have done very well, maintaining their programmes and taking advantage of talks by speakers they wouldn't normally see.

And so to September. Club members vary as to when they want to start physical meetings: a few clubs have started already, many plan for next month, and others are waiting until January. Due to the uncertainty, many have planned meetings that can be either physical or on-line and some are taking a 'hybrid' approach. This needs a bit of thought and there are different ways of doing it, and some are wary in case permanent Zooming becomes just too easy, reducing the number of members attending meetings, especially during the winter. However, it offers a way of keeping on board members who are still unsure about large gatherings as we transition back to normal. An example of one club's approach is given on the EAF website at www.eaf.org.uk/hybrid-meetings.html

Hopefully your venue is still available but if not, then now could be a good time to be looking as other organisations will have been suffering problems too and may be ending their tenure of some suitable premises.

This is also a time of year when clubs think about membership numbers. There is often a turnover during the summer as some of last season's members don't return and efforts are made to recruit new members. This year may be worse than usual so more effort may be needed on the recruitment front. There are all the usual methods to attract people like exhibitions, local press articles and adverts, running local competitions and spreading copies of your programme around. More recently there is social media where posts can be made on local groups to raise the club's profile or a more concerted effort to recruit can be made if you are prepared to spend a bit of money. Some pointers on advertising on social media are given on the website at www.eaf.org.uk/social-media-use.html

This is a time when a club's committee will earn its keep, so good luck with your preparations and hope things go well. If you feel the EAF can help in any way, please get in touch with myself or any other Executive Committee member.

All the best

Colin

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