



**So You Want to Host a UPAA Symposium?
Awesome! We'd love that!**

Here is some information to help you pitch the idea to the “powers that be” at your institution. You can personalize this text in a document, or create an email from this information to share with your employer.

What is the UPAA?

Founded in 1961, the University Photographers' Association of America (UPAA) is an organization of photographers and videographers who work at, are retired from, or freelance for high ed institutions. They also welcome friends of the profession. They are committed to providing support, education, and promotion of university photographers and videographers.

The UPAA accomplishes this in a variety of ways - educational online presentations on topics helpful to higher education creatives called [UPAA Live](#), discussion and support via the [facebook page](#), the [Monthly Image Contest \(MIC\)](#), and Annual Photo Contest (APC), the multiple mentor programs that connect members from across the country, and the annual [Symposium](#) focused on professional development, creative inspiration and camaraderie. Through its position paper Inclusive and Diverse Photography in Higher Education, the UPAA established itself as a leading voice on diversity and inclusion in higher education photography.

What is the UPAA Symposium?

Every summer, UPAA members for our Symposium, four to five days packed with learning, networking, connecting, workshops, and presentations by industry professionals. It's a great opportunity to make new friends and connect with existing ones.

The average attendance is 220 photographers and videographers, and an average of thirty corporate partners who provide education and support to our members and oftentimes sponsorship for speakers.

Why is hosting the UPAA Symposium good for (institution name) ?

- Broader visibility of **(institution name)**, positive correlation/reputation builder.
- UPAA members will see **(institution name)** first-hand and spread their knowledge. University photographers know LOTS of people!
- The UPAA members and potential symposium host will gain skills in areas their day to day job doesn't touch, get a better understanding of how the school works, and gain better visibility amongst UPAA membership and leadership.
- Attendees will gain increased knowledge of the area in general and bring in tourism money. Members often explore the surrounding area before or after the symposium itself.

- The UPAA often makes a Service Project part of their symposium. The most recent example was thirty members volunteering to visit local non-profits in Knoxville, TN - YWCA, The Humane Society, and a local assisted living facility for the elderly - to provide images and video clips for their personal promotional use.

In what ways do hosting institutions invest in the symposium?

- The symposium host (institution's staff member) will invest time and energy into planning the symposium with the help of UPAA symposium planning committee with monthly planning meetings which switch to weekly in the final few months leading up to the symposium.
- Bringing in a hosting institution event planner has made a huge difference for a successful symposium experience.
- Hosting institutions often invest money into the event to help cover costs for renting spaces on campus. The UPAA does not actively work to profit off the symposium with expensive registration fees so assistance is helpful.
- Billing through host's office to avoid tax or additional fees that would come with an outside group renting the facilities
- Donate a meal or fun event from the host office or institution