

IMAGE QUEST JAPAN

EDUCATION THROUGH EXPERIENCE

2018



OVERVIEW

We believe in passion. And we believe that it's possible to create a fulfilling career and life based upon passion. In our brave new world of global interconnectivity, there are more opportunities than ever before to do what you love and to build a personal brand that creates professional opportunities that transcend traditional career paths. We've done this personally and we, along with our group of coaches and instructors, are ready to teach you how to do this, too.

Featuring a 4 to 1 student-to-instructor relationship, participants in IMAGE QUEST JAPAN enjoy the unique opportunity to work with and learn from some of the most talented and recognized individuals in the action sports industry today, while experiencing the unparalleled outdoor location of Otaru, Japan.

IMAGE QUEST JAPAN is based out of Otaru and Niseko, Japan. A skiing and snowboarding epicenter, Niseko is an ideal "base camp" for mountain and snow experiences. There's a wide variety of terrain and skiing opportunities here. Media + Marketing track participants will enjoy fantastic potential for content creation and photography, while those who participate in the Athlete Experience component of the camp will experience some of the best snow conditions in the world.

During the day, participants will be on snow. Mixed weather conditions, changing lighting and other forces of nature will offer up exceptional chances for photography, regardless of if you are in front of the camera skiing for glory, taking photos yourself or creating your own branded content. Because of the varied terrain, participants should be at least strong intermediate skiers or snowboarders with the ability to ski mixed snow conditions and out-of bounds slopes of moderate difficulty.

The on-snow experience is complimented by Image Quest's Après Ski Seminars. These informative group sessions will include the essentials to take your brand to the next level, regardless of if you're hoping to become a sponsored pro skier, find a dream job in the ski industry or make the breakthrough to a career in professional photography.



THE MEDIA + MARKETING EXPERIENCE

Want to break into the world of action sports photography and journalism? Or are you interested in a career in brand management and Marketing? Image Quest is a week long boot camp that focuses on everything you need to know to take photos, write features and create digital content for magazines, newspapers and the web. We also take a in-depth look at brand management and marketing, and how to get the best jobs in those fields. Our instructors have launched magazines, held senior positions at Powder, Freeskier and more, they've won awards and they've toiled in the trenches as freelancers. They'll teach you how to break into the industry and launch your career. They've also managed complex marketing projects, worked as brand managers and created some of the most interesting and unique events in snowsports. At Image Quest you'll learn how to market your images, from selling fine art posters to commercial work to editorial projects to the secrets of working with stock agencies. We'll also look at branding and marketing yourself (an essential strategy in today's job market) to how to work with established companies, ad agencies and event production teams. And once the camp ends, it doesn't stop. Ongoing mentoring will help you keep the ball rolling as you build your portfolio and create your dream career.

THE ATHLETE EXPERIENCE

Looking to get sponsored? Want to travel around the world and ski the best locations? Want to get paid to ski? The Image Quest Athlete Experience will jump start your career as a freeskiier. Work with our professional photographers to learn how to get the images that will get you published. Learn how to market yourself and build your own portfolio and reputation. Discover the secrets of becoming sponsored, and what team managers are looking for. Get paid to ski.

The Image Quest Athlete Experience is complemented by our Media Experience. You'll work with our instructors and Media Experience students to build a professional athlete portfolio. We'll give you the inside track on what professional photographers, editors, team managers and brands are looking for: from sponsorship to editorial trips to the kind of people they want to have in their magazines. Finally, our on-site coaches will help you refine your style, so that when the cameras start to roll, you'll look good and nail the shot.



APRÈS SKI SEMINARS

Seminars Include but are not limited to:

Workflow and Archive Strategies (Media Experience)

Managing your image library can be a complex and messy process. Streamline your editing, workflow and archiving to make the most of your images, including the use of Adobe Lightroom and other software tools.

Branding: Build your personal brand, from creating social media identities that appeal to sponsors to website basics to how to market yourself to magazines, we'll help you create branding that's powerful and sophisticated.

The Art of Photoshop: This powerful software allows photographers and athletes to manipulate images like never before. Here's how to get the most out of your photos or athlete identity by using Photoshop.

Moving Pictures:

From creating compelling slide shows or other presentations of your still images, to editing POV video to taking advantage of the video capabilities of your camera, learn how to build your personal brand with the use of video.

Terrain Management: Individuals who work in the mountains face unique weather, snow and avalanche conditions. We'll break down the fundamentals of terrain management with a focus on how to make good decisions and minimize risk while working on snow.

The Low Fidelity Revolution: Cell phones, webcams, \$100 digital cameras: they all can take great pictures. Want to expand your photography without breaking the bank? Or just experiment for fun? Take advantage of the low-fi revolution to produce unique, powerful images, regardless if you're an athlete posting on Instagram or a photographer looking to expand your skill set.



OUR STAFF

JEFF CRICCO

A senior photographer for Powder Magazine, Jeff Cricco has worked for many of the best known names in ski media from Ski and Skiing to Freeskier to The Ski Journal. His commercial clients feature top brands from Strafe to Patagonia. Jeff is known for his good humor and intense passion for sharing his love of photography and skiing with everyone.



JEFF "SPAC" ROBERTSON

Professional athlete. Guide, entrepreneur. Jeff is all of these things and more. The founder of Le Grand Adventure Tours, Jeff's career as an athlete has spanned more than 15 years during which time he's represented brands such as Dynastar, Look, Lange, Smith, Faction, Schwinn Toyota, Clif Bar and Scott. Jeff has appeared ads for companies such as United Airlines, Ford, Colorado Ski Country, and been featured in Powder, Ski, Skiing, Freeze, Freeskier, and more. Jeff currently holds the following certifications and continually participates in on going safety programs. IMBA Mountain Bike Guide, USA Cycling Coach Level 3, WFA, WFR, CPR First Aid Certifications, AIARE Level 2, PADI Open Water Certification.

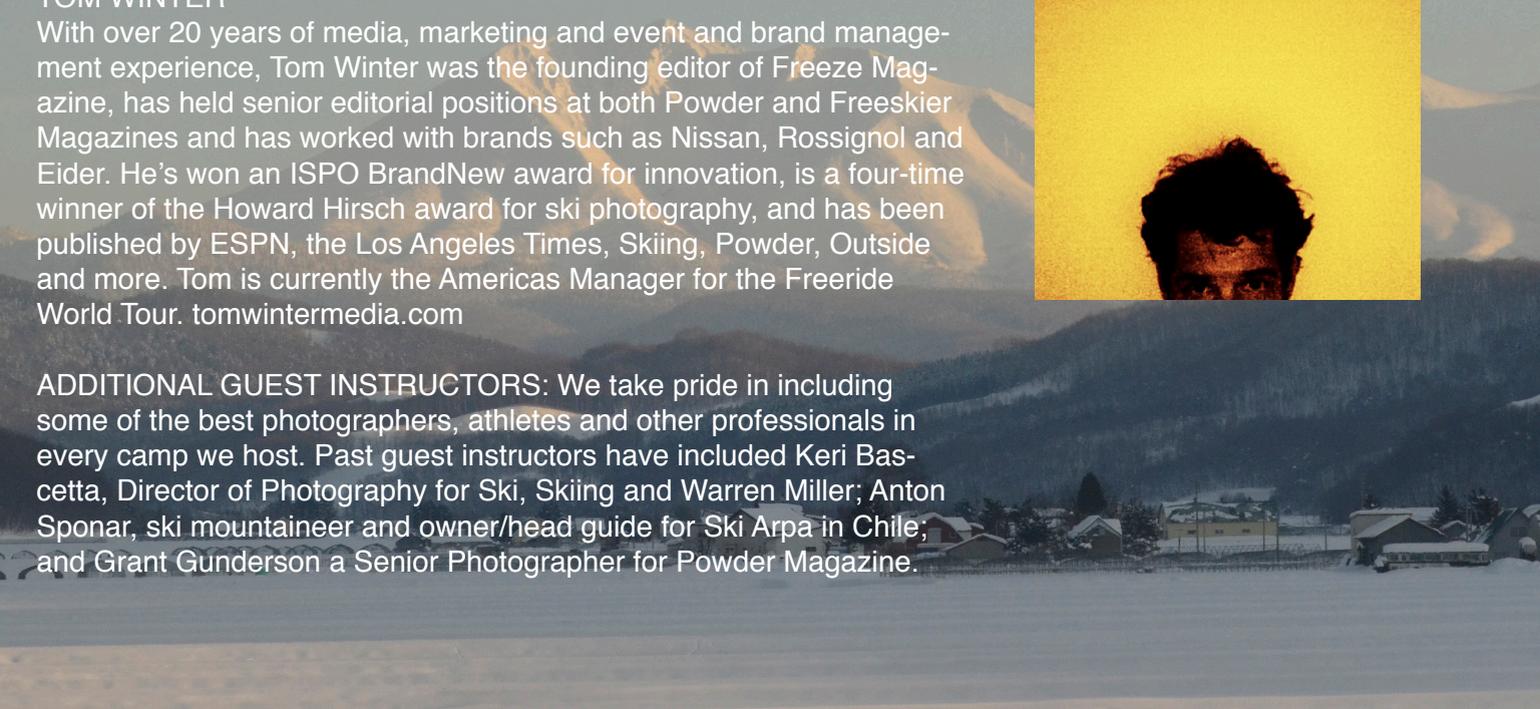


TOM WINTER

With over 20 years of media, marketing and event and brand management experience, Tom Winter was the founding editor of Freeze Magazine, has held senior editorial positions at both Powder and Freeskier Magazines and has worked with brands such as Nissan, Rossignol and Eider. He's won an ISPO BrandNew award for innovation, is a four-time winner of the Howard Hirsch award for ski photography, and has been published by ESPN, the Los Angeles Times, Skiing, Powder, Outside and more. Tom is currently the Americas Manager for the Freeride World Tour. tomwintermedia.com



ADDITIONAL GUEST INSTRUCTORS: We take pride in including some of the best photographers, athletes and other professionals in every camp we host. Past guest instructors have included Keri Baschetta, Director of Photography for Ski, Skiing and Warren Miller; Anton Sponar, ski mountaineer and owner/head guide for Ski Arpa in Chile; and Grant Gunderson a Senior Photographer for Powder Magazine.



REQUIRED EQUIPMENT - (Media + Marketing Experience, recommended for the Athlete Experience)

- Digital SLR or other quality camera, with interchangeable lenses of your choice
- Backpack designed for cameras and/or skiing, no over the shoulder bags, please
- Laptop, including photo-editing software of your choice. Lightroom and Photoshop suggested Extra flash memory cards specifically for your camera
- Portable hard drive for image storage
- External flash
- Optional Camera Equipment: Additional digital SLR body, low fidelity digital camera (phone, point and shoot digital camera, or other digital device), GoPro, Contour or other digital video camera

SKI/SNOWBOARD EQUIPMENT

(Media + Marketing Experience and Athlete Experience)

While rental ski and snowboard gear is readily available, we highly suggest that you bring your own equipment. At the very least, try to travel with your own boots, as rental boots lack both the fit and comfort of personal boots. If you own backcountry touring gear (skis/splitboard, boots, bindings, climbing skins) and avalanche safety gear (beacon, shovel, probe) we strongly suggest you bring it, as it these tools help us access the excellent terrain outside of the resort and opportunities to rent this equipment will be limited in Japan. Appropriate clothing for winter sports activities is required. Be prepared to be outside.

FITNESS (Media + Marketing Experience and Athlete Experience)

You will need to be in good physical condition, and be at minimum an advanced intermediate able to ski or snowboard mixed terrain and conditions to get the most out of Image Quest. If you have existing health issues or are concerned about your fitness level, please contact us.



SCHEDULE AND COST

IMAGE QUEST JAPAN takes place from Friday, January 5 through Sunday, January 14, 2018 in Niseko Resort & Otaru Japan. The tour runs for 10 days, 9 nights and features 8 ski days.

IMAGE QUEST PACKAGES START AT \$3495 (double occupancy) with

- Your choice of Athlete Experience or Media Experience • Accommodations
- Transfers to/from Otaru airport (DATE HERE only) • All Breakfasts
- All Ski Passes
- Apres Ski Seminars and specialty workshops
- Arrival Reception
- Local transfers to and from ski lifts.

*Airfare or travel to/from Japan is not included in this package. However, We are happy to provide assistance with your regional or international travel.

FINAL WORDS

Real World Experience: Image Quest is more than a camp, it's an opportunity to get hands on experience working for an actual client, yourself. You'll leave Japan with the ability to effectively work with photographers, brand managers and other marketing professionals and all the tools you need to build your own brand to compete in today's highly competitive job market, jumpstarting the career of your dreams.

Be A Show Off: Our week wraps up with a slideshow where participating photographers and athletes show their work from the prior week for boasting rights, prizes and more.

Ongoing Feedback: The process doesn't end when you return home. Work with our instructors remotely as we help you to submit your photos, or develop your career as a sponsored skier. Portfolio review, feedback and encouragement will help you turn your photographic or passion for skiing into a career.

Questions?

We are here to help. Please feel free to contact Image Quest founder Tom Winter directly via his cell phone 303-525-7767. Or send him an email at tom@tomwintermedia.com. To register for the camp, or for assistance with travel logistics, please contact Jeff Robertson at: 831-419-9883 / jeff@legrandadventuretours.com

**FOR BOOKINGS, PLEASE CONTACT JEFF ROBERTSON AT:
831-419-9883 / JEFF@LEGRANDADVENTURETOURS.COM**

