

BIPP

British Institute of
Professional Photography



DISCOVER, CREATE & INSPIRE

With support from the BIPP



Discover what it takes to qualify with the BIPP. Use your vision as a tool for creating the stepping-stones needed to achieve your goals. Learn about what it takes to make the leap into professional status and what holding a BIPP Professional Qualification can mean for you. Get inspired by award-winning photography and aspire to be the best YOU can be.

Find out how the BIPP can help you – from starting out at College, to training you in a different genre of photography, and discover how we can support you, as you become a leading member of one of the most creative professions on earth.

Formed in 1901, BIPP began with the core aim of supporting photographers and enabling them to be the best that they could be. That hasn't changed. The British Institute of Professional Photography is one of the leading internationally recognised qualifying bodies for professional photographers.

We're a not-for-profit organisation offering a challenging qualification structure alongside a selection of training courses, events, National and Regional awards and a number of preferential deals on useful products and services.

With members worldwide covering every discipline of photography, BIPP also works with a number of Colleges, including the Defence School of Photography and the College of Policing, to ensure the future of the professional photographic industry. One of the key areas of our work is helping to represent professional photography to government and industry.

Why joining BIPP is important to photographers

We can support you whilst you focus on achieving your goals and we will provide honest feedback and advice in a number of different areas. BIPP can provide you with the opportunity to become a fully qualified professional photographer who stands out from your competition and is bound by a code of professional conduct, ensuring your clients' peace of mind.

We will also give you access to...

- Qualifications
- Ongoing learning through BIPP, the OCA and the FEP
- Increased self awareness & the ability to be self critical
- International recognition of your achievements
- Constructive feedback & knowledgeable advice
- The chance to network with other professionals and expand your social footprint
- Subsidised training by leading photographers within the industry
- Mentoring & portfolio reviews
- Portfolio Builder Days
- Regional meetings and events
- Access to the Professional Photography Awards and your respective Regional Awards
- The peace of mind that comes with a framework of a code of professional conduct and comprehensive complaints procedure
- Free 24/7 legal helpline
- Quarterly members' magazine - the Photographer
- Regular email & social media updates
- Use of the BIPP logo on your website and any other promotional material
- An option to have a portfolio page on bipp.com as soon as you qualify
- Free resources including sample contracts, licensing information, model releases, BIPP Guides & copyright information
- Preferential deals from carefully selected companies
- An international network of contacts

Do you know your rights?

BIPP fights for photographers' rights. More so now, than ever before. We represent photographers to government and industry and work with groups such as the BCC (British Copyright Council), and the Intellectual Property Office to ensure photographers' rights are as protected as possible.

Projects with partner organisations help photographers claim fees for their work and, as a BIPP member you would gain access to a free 24 hour telephone advisory service on legal issues.

We also have a small team of expert photographers who can advise on copyright infringement and non-payment as well as free downloadable guides on copyright & licensing. The BIPP Guide to Using Images has been designed to help anyone who works with, publishes, prints or uses images to understand how to do so legally and fairly.





AWARENESS

Why BIPP is important to your clients

Through an ongoing programme of promotional work, BIPP stresses to the buying public how important it is to use a professional photographer. Just some of the areas that we cover include...

Press information goes out to their local press whenever a photographer qualifies with BIPP. On a national level, stories are regularly sent to a variety of media and we're often the first port of call for national stories.

Printed material, including hints and tips on booking a professional photographer is sent to registrars, wedding venues etc, for them to pass to their clients. Our selection of free downloadable guides are available from our website and cover a variety of important areas.

Public Recognition of achievement is important and we ask all qualified members to use their qualification letters and logo. Acrylic blocks, window stickers and certificates all help the photographer to promote their qualifications to potential clients.

Book A Photographer is an area of our website dedicated to helping buyers find qualified BIPP photographers. As a qualified member, you could upload images to your own page on our site and be included on Book A Photographer. The site also includes downloadable guides to help consumers work with their photographer.

Reassurance is vital when booking photographers and the BIPP Code of Professional Conduct provides buyers with the knowledge that they've booked a qualified professional. Our members are governed by the Code of Professional Conduct and there's an in-depth complaints procedure – both of which provide peace of mind to clients and the photographer.

Quality Assurance is non-negotiable and all photographers have to be insured in order to join BIPP. Depending on the type of work, we ask for public liability and professional indemnity insurance as standard.

Partnerships and joint working, with organisations like the Citizens' Advice Service, the Office of Fair Trading and Trading Standards Offices, ensure we all provide the best, most comprehensive advice to clients.

Remember our qualified members have been formally assessed, are insured and bound by the BIPP Code of Professional Conduct. If there is an issue between a client and a photographer, we can't help unless the photographer is a BIPP member...

In addition...

BIPP also provides opportunities to learn, discover and extend your skills and knowledge.

Training Days

Covering everything from winter weddings to shooting horses! Ideal if you want to dip your toe into other areas of photography or take a day to seek inspiration and ideas.

Keep up to date with our training diary at www.bipp.com.

Regional Events

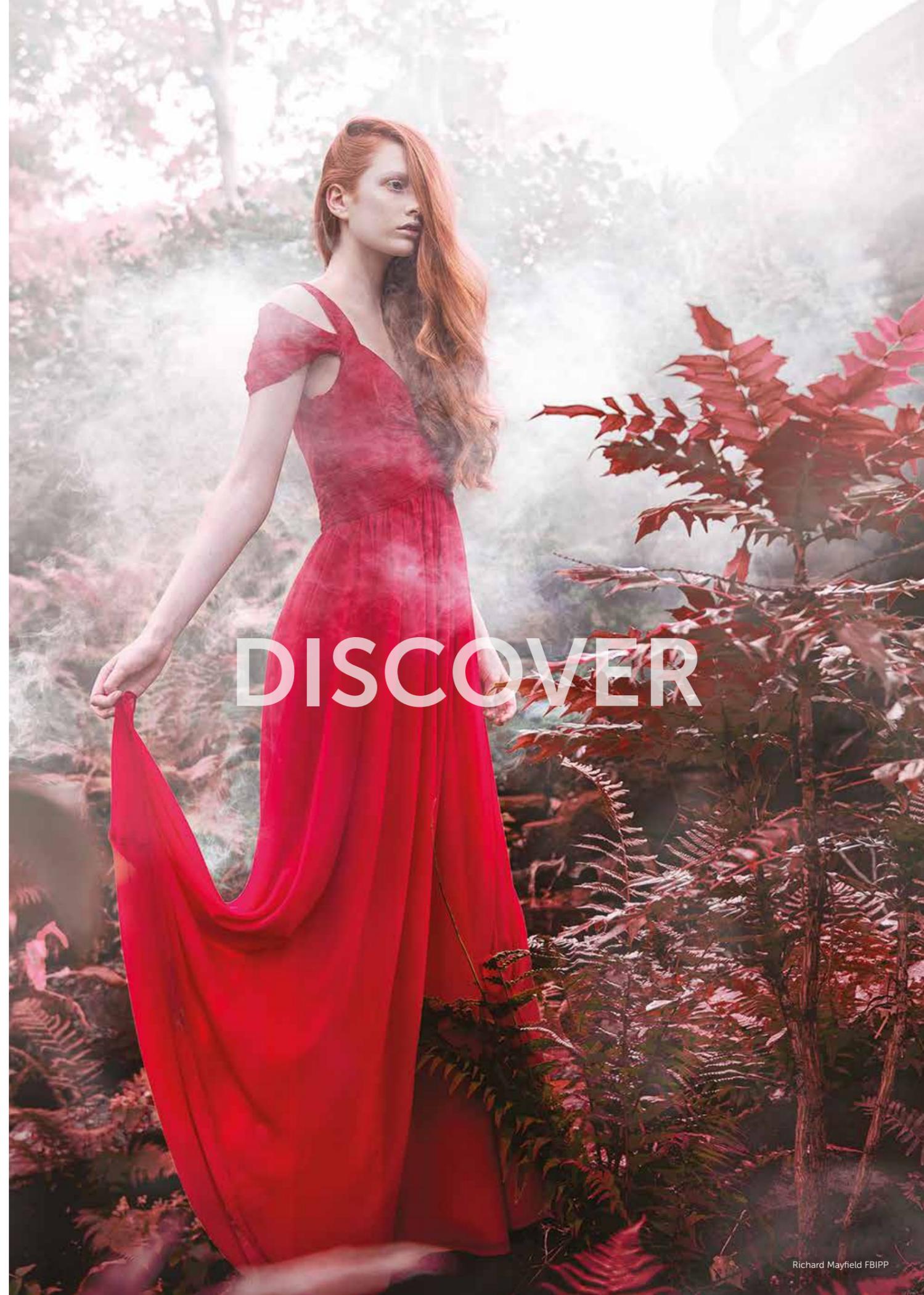
Drop in to one of your local events and soak up the knowledge and enthusiasm you get when a bunch of talented, creative photographers get together. Regional events vary widely – evenings, weekends, half day workshops... it's your chance to get involved without having to travel huge distances.

Exhibitions & Trade Fairs

BIPP can often be seen at trade fairs and shows around the UK. An important part of what we do is raising awareness on a regional level – promoting professional photographers to their key markets. Exhibiting members' work in regional galleries and attending larger wedding & homestyle fairs helps to raise awareness and gives members' opportunities to promote themselves locally.

Awards

Each Region holds their own annual awards, often providing face to face feedback on individual images. Take part and discover what makes an 'award winning photographer'. Events differ... some regions celebrate at a local studio and invite the press along, others combine the awards experience with a weekend conference of speakers and trade shows. And don't miss the BIPP Student & College Awards and the Annual International Professional Photography Awards – a celebration of stunning imagery.



Thinking of joining?

Whether you're aiming for qualification, or are a keen enthusiast looking to learn more about what it takes to become professionally qualified, there's something for everyone...

Provisional Membership

This is the main route into BIPP membership; from here you'll be working towards gaining a qualification within around 12 months.

Entry requirements

- You must be earning money from your images
- You must be professionally insured, with public liability and professional indemnity insurance (if you need advice on this please contact us - companies offer BIPP Members some huge discounts)

How to Join

Fill in a Membership Form and send it to us with:

- A CD, memory stick or dropbox link containing 30 – 40 low res images of your current work
- Copies of your insurance certificates
- Once we receive these, your images will be seen by BIPP Assessors who will give an indication of where your images sit within the qualification structure. If the Assessors feel you could submit for your qualification within a year, your application for Provisional Membership is accepted and you'll receive your Membership Pack
- If the Assessors believe you should take a little more time before going for your qualification, they will suggest the best way to move forward
- No money is taken unless your application has been successful

Building your portfolio

As a Provisional Member, you'll begin to work towards your qualification. Over the next few months you'll build your portfolio of 25-50 images, and start to draw together the information for your supporting evidence.

BIPP Assessors are available while you do this and we often suggest attending at least one or two Portfolio Reviews, while you're putting everything together.

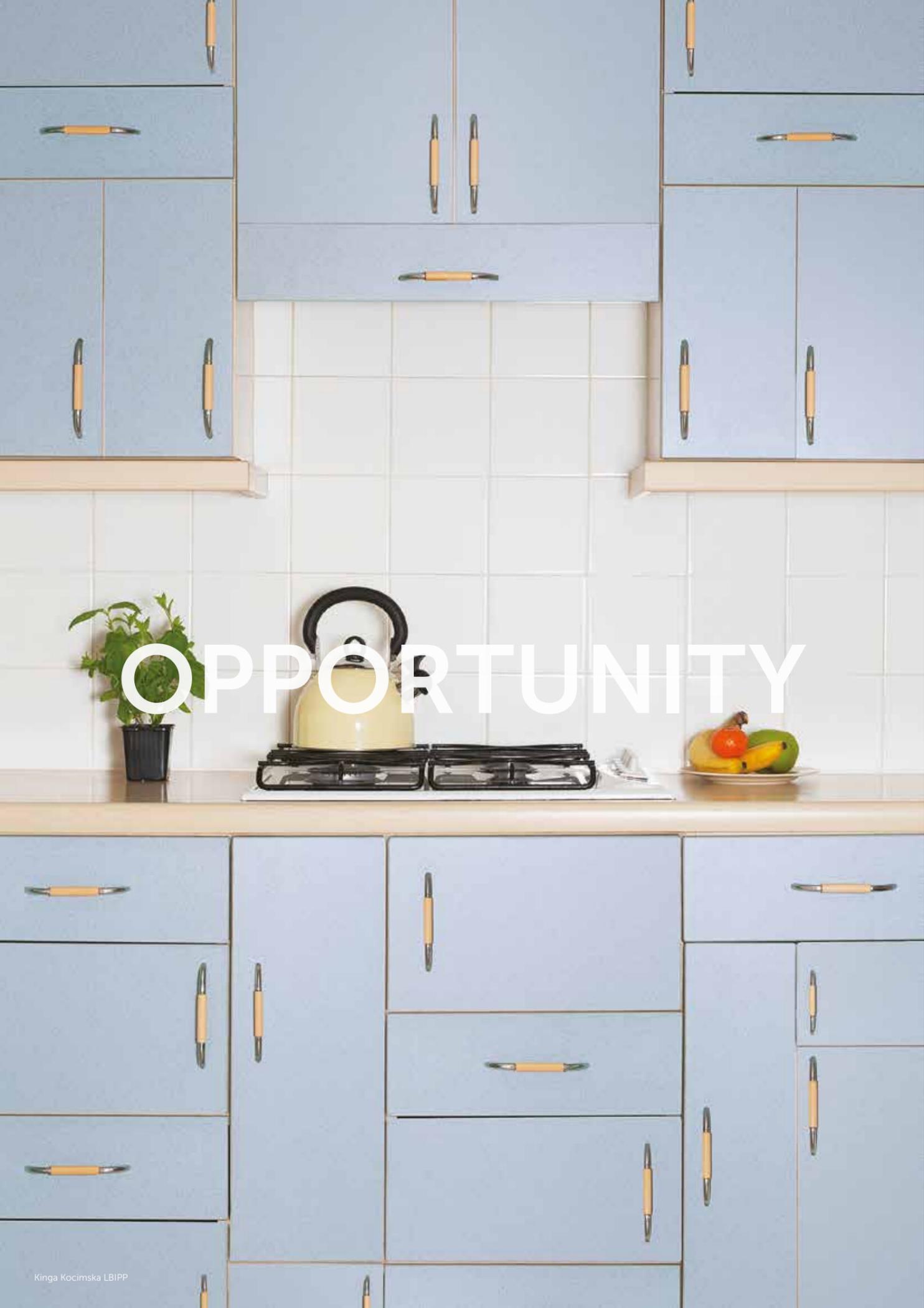
Portfolio Reviews

These 45-60 minute appointments are held across the country and allow you time to show your images to one of our Approved Assessors. They will guide you through your work in a positive, relaxed environment and advise you on how you can develop your work further. We know that it can be difficult to attend an event and BIPP can't cover everywhere. We would usually recommend people see an Assessor but, if it's not for you, speak to us about distance mentoring.

The Assessors

Our team of Assessors have first-hand experience of the qualifications system. They are working photographers and have successfully completed a lengthy training programme in order to give you advice. Their training and assessment can take up to two years and they are regularly re-assessed. Giving their time freely, Assessors offer their support and experience to photographers because they want to give something back to the BIPP and to the profession.





BIPP Qualifications

We believe that it is vital that all photographers continue to challenge themselves and develop their work. The key is individuality. BIPP's qualifications reflect this, with three tiers of achievement.

Licentiate (LBIPP)

- The first level of professional qualification and a benchmark of competency for working photographers.
- You must be adequately insured and earning income from your images. Your work should be commissioned, or be available for sale.
- All of the technical abilities that would be expected of a professional photographer are assessed and you must show professional competency within your images.

Associate (ABIPP)

- Often the most difficult qualification to achieve, Associateship includes all of the competencies of the Licentiate, but with additional creativity, knowledge and experience.
- These photographers are often busy, successful image makers and it can be hard to find the time to reach this level of achievement.

Fellow (FBIPP)

- Often recognised as the highest vocational qualification within the profession, Fellowship of the Institute is an outstanding achievement. A unique style and a discerning quality is expected. The work is often presented as a standalone project, rather than a mix of commissioned images.
- You can download copies of the BIPP Qualification Guides, which give more detailed information on each level, at www.bipp.com/qualify.

Qualifying can be challenging and the assessment result is never guaranteed, but you will receive honest, constructive advice on how to improve and sometimes, how to accept just how good you really are.



Options for the future

The OCA BA (Hons) in Photography

Anyone who achieves the Licentiate (LBIPP) or higher, has the opportunity to use their BIPP qualification as 'prior learning' when studying for a BA (Hons) in Photography with the Open College of the Arts. Your qualification could account for up to 240 of the 360 credits needed for the degree, which can then be completed via open or distance learning.

Visit www.bipp.com/oca for details.

The Federation of European Photographers

As a BIPP member you're able to submit for European qualifications including the status of European Photographer, Qualified European Photographer or Master QEP. This is down to the BIPP being the sole UK link to the Federation of European Photographers (FEP). The FEP is recognised by the EU and acts as a central reference authority for photographers in Europe. BIPP members can also enter the European Professional Photographer of the Year Awards, Student & College Awards and the World Photographic Cup.

Visit www.bipp.com/qualify for more information.

Alternative memberships

If Provisional membership isn't for you, you may be interested in one of the following

Student membership

If you're studying a photography course of NVQ Level 3 or above (ie above 'A' Level) you can join BIPP while you are studying.

If you are studying at one of our Approved or Affiliated Colleges, you're eligible for reduced membership.

What you will receive:

- Discounts on training
- Discounts on goods and services
- the Photographer magazine
- Regional and national meetings and events
- Support and networking
- Competitions and awards

How to Join

To join as a Student Member please head to www.bipp.com and download a copy of the application form.

BIPP Approved & Affiliated Colleges

Some of the most respected Universities, Colleges and training providers in the UK offer their photography students the opportunity to gain a BIPP professional qualification alongside their academic achievements, alongside a reduced membership fee and the potential to attend lectures by some internationally renowned photographers. A full list of the courses validated by BIPP is on our website www.bipp.com/students, as well as courses that BIPP has assessed and is confident to recommend.

BIPP Approved Centres & Groups

We are proud to work with the Defence School of Photography and the College of Policing. Our partnerships allow photographers in HM Forces and trained CSIs to pursue their vocational qualification with BIPP while working in their fields of expertise. BIPP also works with a number of large studios. Usually with a team of 10 or more photographers, companies are able to work with BIPP to achieve personal development plans for their staff, validate corporate training programmes, assess groups within a studio setting, offer talks and workshops and support corporate objectives by offering professional development opportunities. A reduced membership fee, alongside the ability to work within a confidential environment, ensures BIPP is able to target the needs of individuals within the corporate environment. For more information please email ceo@bipp.com.



Friends Membership

Are you interested in photography, but not ready to turn it into a business? Working in the photographic industry and would like to keep in touch with what's happening? Not interested in turning pro, but appreciate the beauty and skill behind great images, and would like some feedback on your pictures? Becoming a Friend of BIPP is a great starting point.

What you will receive:

- The BIPP magazine, the Photographer
- The opportunity to review your work with BIPP photographers
- 10% discount on training courses
- 10% discount on regional workshops
- 10% discount on national talks
- Regular e-news & updates
- Invitations to regional events
- The ability to enter professional photographic competitions

How to Join

Apply online at www.bipp.com/friends or download and post an application form to us.

International Membership

If you are not UK based and interested in becoming a member of BIPP, we offer International Membership to photographers around the globe.

What you will receive:

- Internationally recognised qualified Membership
- Your own portfolio page on bipp.com
- Use of the BIPP logo
- Awards and Conferences
- the Photographer Magazine
- Entry into the BIPP Professional Photography Awards
- Regular enews updates
- Portfolio Reviews



PROGRESSION

How do I apply to become a fully-qualified International member?*

International photographers wishing to apply for Licentiate or Associate membership of the BIPP need to submit the criteria below on a disc or memory stick. Each image must be a min of 24 MB max 36MB.

- 25-50 images from a selection of commissioned works
- A file of all images from one of the shoots above
- A scan of your company promotional literature
- Copies of published work
- Copies of your current insurance
- Copy of your CV and information regarding your business. This could include tear sheets, library or gallery sales reports, commissioning contracts or purchase orders

The next step:

- Complete the membership form available from the website
- Send the form to us with your CD or memory stick
- Include the Assessment fee and your yearly membership fee (current prices online)
- This application will be formally assessed and if successful, will be awarded a BIPP qualification

*This applies to Licentiate or Associate qualifications only. Please contact the BIPP if applying for Fellowship.

Reinstating your past membership

If you were previously a qualified member of BIPP, it is possible to reinstate your membership if you left us less than two years ago. Here's what you'll need to submit:

- A new membership application form available from the website
- A disc, memory stick or dropbox link containing 30-40 images taken in the last two years
- Copies of your public liability and professional indemnity insurance
- Payment of the current submission fee
- A direct debit form for your membership fee (current prices online)

If your membership expired more than two years ago you will need to submit a new portfolio of work to be assessed for qualification. Please call the team on 01296 642020 to discuss the best way forward.

Restrictions:

All reinstatements of membership are assessed and the BIPP may request further evidence before accepting a reinstatement application. Both past conduct and current work are reviewed and the process may take a little longer than a new membership application. No reinstatement is guaranteed and is dependent upon the work submitted. If you have any queries, please contact us on 01296 642020.



BIPP

British Institute of
Professional Photography

Find Out More

Go to www.bipp.com

Call us on 01296 642020

Email us at info@bipp.com

Follow us on

 www.twitter.com/thebipp

 www.facebook.com/theBIPP

 www.linkedin.com

Please contact us if you'd like to know more about BIPP,
how to join or achieve a qualification.
