

Summer Seminar 2018

Advanced Exhibiting Seminar

A 2-Day Course Presented by *Bill Schultz*

Wednesday, June 27 – Thursday, June 28, 2018

Delve deeply into exhibit organization, storytelling strategies, and methods for demonstrating and displaying essential philatelic information. Learn from fellow exhibitors and apply new ideas to improve an exhibit.

Course Description:

Elevate your exhibiting skills during two-days of analytical discourse focused on improving all facets of a philatelic exhibit. Participate in peer reviews, receive constructive feedback, and expand your knowledge of; effective use of headings, impressive title pages, advanced page design, and compelling presentation techniques. Learn to use your understanding of evaluation criteria used by judges to your advantage. Practice applying new learning to your own exhibit, receive expert advice, and take your exhibit to new heights.

After spending two days with extremely knowledgeable and passionate exhibitors, you will leave with a greatly improved exhibit and the desire to continue to grow as an exhibitor.

This course may be combined with the Monday/Tuesday course, *Intermediate Exhibiting*, to create a continuous 4-day experience.

Intended Audience (who should attend):

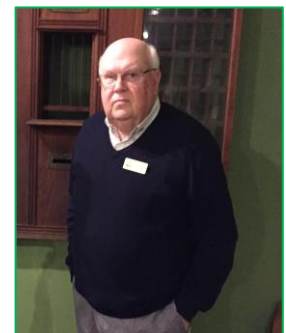
- Those who have already exhibited who wish to improve their exhibits
- Individuals who are willing to receive feedback and offer informed comments to others

To get the most out of this course, participants should identify:

- The focus for an aspect of an exhibit
- Item write-ups to improve or add
- Headings, title pages, or treatment to be revised

Participants will need to bring:

- Philatelic materials (or photocopies)
- Copies of exhibit or exhibit pages already prepared
- Samples of exhibits or exhibit pages to use as models
- Laptop computer (strongly recommended)



Meet Bill Schultz, Instructor for Advanced Exhibiting Seminar

Bill has been a collector for more than 60 years and an exhibitor for almost as long. This APS Nationally Accredited Chief Judge is also an accomplished postal historian, deltiologist, philatelic writer and speaker. Two of his publications, *The History of West Chester PA on Postcards* and the *Chester County PA Post Offices* are interesting and informative reads. He is a long-time member of the APS and holds life memberships with AAPE and the PA Postal History Society. Bill is currently the guest curator and docent at the Chester County, PA Historical Society.