

How to prepare an e-portfolio (your website)

1. Your website should have public pages you can quickly share, and private pages useful to your conducting practice. Your website platform can also automatically share to other platforms like Facebook, Twitter, Instagram, etc., to aid in your promotional strategy.
2. Easy to use platforms are Wordpress.com and Wix.com. Start with their free option to test them, but I recommend you move to at least their lowest pay point to access storage and presentation features that will be useful to you.
3. **Your public pages will serve you to send quickly to potential employers and professional collaborators updated materials about your career. They must be updated regularly or the effect will be counterproductive:**
 - a. Your updated CV (review sites online about how to write a successful CV). You can keep a full CV and/or a résumé 3-5 pages long.
 - b. An updated narrative bio, useful for concert programs and news outlets. You can keep both a long and short bio (150 words)
 - c. Photos—both headshots with a baton for the concert program and formal publicity and action pictures from concerts for news and web outlets
 - d. Videos of performances and rehearsals
 - e. Your updated repertoire list, of works conducted in concert, works prepared for another conductor, and works prepared in masterclasses and conducting studio
 - f. A blog or links to Facebook, Twitter, Instagram feed, etc. where you express your thoughts to your public
 - g. Your professional calendar (needs to be updated)
 - h. Announcements and access to your Cds, videos, events, merchandise, etc.
4. **Your private pages are resources you can access at any time for personal work, similar to a Google drive or Dropbox folder, but targeted and designed for professional use, and easy to make public as necessary, such as:**
 - i. Lectures and Powerpoint presentations
 - j. Rehearsal plans
 - k. Tips and ideas for programming, such as recital concepts, notes from other conductors' concerts, publisher announcements, etc.
 - l. Tips and ideas for rehearsals, collected from rehearsal observations
 - m. Class syllabi you might study in preparation for your own teaching, as well as your own syllabi
 - n. Production and programming plans to share with an artistic team