



Royal College
of Midwives

RCM Conference photography competition guidance 2022

For Conference this year the Royal College of Midwives (RCM) is launching a photography competition to capture what it is like to work in maternity services – encapsulating this year's theme 'recover, reflect, renew', looking for the moments of joy in your service.

Black and white or colour, portrait or landscape, RCM members are being asked to email their images to the RCM by Monday 25 July.

Submissions will be judged by RCM President Rebeccah Davies, Chair of the RCM Board Giuseppe Labriola and Gill Walton, the RCM's chief executive and general secretary. The top 20 will be shortlisted and displayed at the RCM's conference in Newport on 4 and 5 October. Delegates will then vote for their favourite, with the prizes presented to the winners on the final day of conference.

Photo specifications

Image size should be around 3.5MB, 300dpi and around the 5000 pixel mark for quality. We will accept candid and profile shots.

What the judges are looking for

The judges will be looking for celebrated moments you experience when working in maternity care. A kind look between colleagues; a special moment with a woman and her family; a snap of a student shining; a picture of a Caring for You station.

It is a difficult time for midwives, maternity support workers and students. Faced with staff shortages, burn out and physical and mental exhaustion. Conference is an opportunity to hold onto what we love about maternity care. However small a good moment might feel the RCM want to capture it, blow it up and display for every member who needs to see it.

There might be a temptation to send in a photo of an empty corridor to show the lack of midwives or other creative ways to show the bad. The judges are looking for pictures that show the love and care for the profession, colleagues and service users – and these photos will no doubt show decision makers and the general public what we stand to lose if we don't see positive change.

Permissions

If you are taking photos of women and families, colleagues or others please seek their permission to use the photo in the competition.



Photography Style reference

The following images are format and composition references. The images on the previous pages are more in keeping with the naturalistic, caught in the moment style images we are looking for. We are not looking for selfies.



