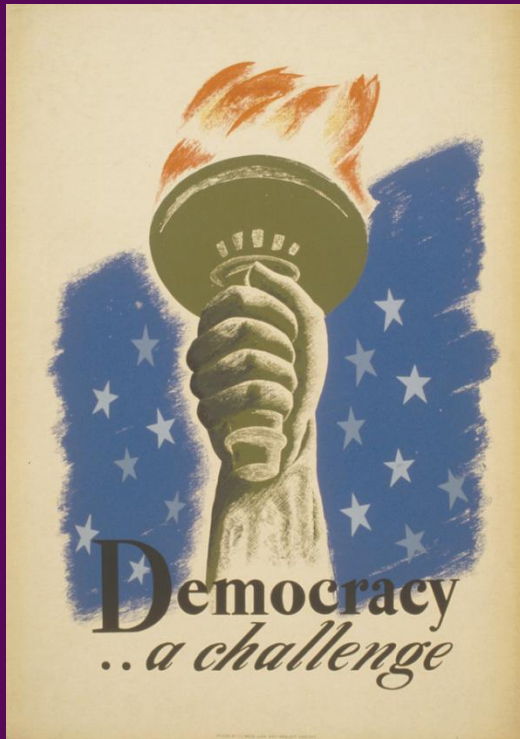




# a quick guide to being a benevolent dictator

(as distinctly opposed to an ungracious one)





because democracies  
ain't always 'all that'



# how I achieved my dictatorial status

(warning – it's not easy and luck plays a part)



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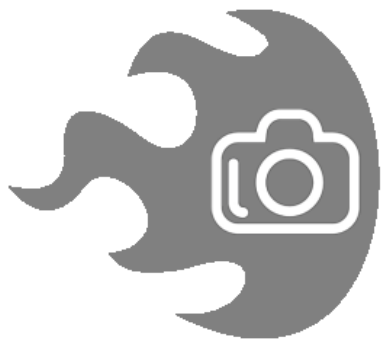


**That's me!**



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LEEDS {06 sep 08}  
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# EXPOSURE

LEEDS

A stylized, dark grey outline of a camera, positioned to the right of the text 'LEEDS'.

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people know what's  
best for them



fixed plans from the  
start are essential




follow tradition  
– it works 




whatever you do  
– don't fail! 



always apologise  
for mistakes (in public)...




once you've an audience  
focus on them 



rely on unprompted  
feedback 



you *can* please  
all of the people  
all of the time 



it takes a lot of hard work 



dictatorships  
are forever



Thank you - if you too could be  
'serious about photography',  
please look us up -

[www.exposureleeds.org](http://www.exposureleeds.org)



Jon Eland

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for more about me –  
google 'strawbleu'



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thanks and - enjoy

(that was an order)



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