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SYNOPSIS TIP OF THE MONTH

Don't Forget to Revise Your Synopsis

Bartonsville, PA – August 2021 -- The philatelic synopsis is the short document given to the philatelic judges in advance of a stamp show to help them prepare to judge the exhibit. This often misunderstood and underrated document can dramatically shape how an exhibit is received by the judges and can have a big effect on an exhibitor's medal level.

Exhibitors know that no matter how good their exhibit is, there is always room for improvement. We're always looking for that stamp, cover, or other ancillary material to make the exhibit better than it is. We listen to the Judges during the feedback session and take notes on what we can do to improve the exhibit. Before the next show, pages are reworked; statements corrected; typographical errors are fixed – all in the pursuit of making the exhibit as good as it can be. ***That same philosophy should be applied to the synopsis as well.***

According to McFarlane “Some exhibitors fall into the trap of updating their synopsis only when they've acquired new material or made a change in the exhibit's treatment. They should update that mindset and revisit the synopsis after every show, just like they do with their exhibit.”

McFarlane's offers these tips for exhibitors revising their synopsis after a show:

- Did the Judges not understand what you were trying to accomplish with your exhibit?
 - Look at expanding the purpose of the exhibit section.
- Were key items missed by the Jury?
 - Think about rewording the sections in the synopsis that explain them.
 - Highlight (bold) these sections in the synopsis.
 - Add pictures (with explanatory captions) of the items.



He continues, “Don't be afraid to ask others about the effectiveness of your synopsis. If you're reviewing your exhibit at the frames with a judge, ask them if your synopsis was useful to them, and what could you do to improve it. They're your target audience so use it to your advantage – I've never met a judge who wasn't helpful when asked.”

Creating the Philatelic Exhibit Synopsis: A Master Class is available by visiting www.ExhibitSynopsis.com.