

Preparing for your events shoot

We know there's so much to do when you're planning a key event, and recording the essence of the day is just one part of it. Those event photographs could be useful for publicity and future marketing, mementoes for delegates, annual reports or website updates. Check our **top five tips for planning your events photography** to make sure everything runs smoothly on the day.

1. Provide a clear brief

We'll need a brief and run sheet at least one day before the event, preferably 3 days prior. Be sure your brief includes:

- Purpose of these photographs – this could include urgent press delivery, documenting every aspect of the event for your end client, highlighting your hard work in organising and your carefully selected details. As much information as possible enables us to shoot to your varied, tailored needs and both meet then exceed your expectations.
- Any VIPs who must be photographed, why, and if they should be captured doing something specific, such as giving a keynote presentation, or interacting with certain guests.
- If you need individual photos of winners receiving awards – onstage only or also staged elsewhere?
- Details of entertainers and specific shots required of them
- Are food shots important?
- Is this event an opportunity for us to capture shots of teams, couples or management for you or your client?

2. Prepare your staff and delegates

We don't want to take anyone by surprise, so if appropriate let the attendees know there will be a photographer there, and what those images will be used for.

3. Timings are important

Let us know when you expect us to start and finish on the day. If the running order goes late, will you want us to stay on to the end or until a particular item on the agenda takes place? If it is a long event, please plan for us to have a quick refreshment break.

4. How urgent are the results?

When will you need images back by? If it's less than our standard one-week, we'll need to book this in ahead of the event. If you need overnight delivery to get images to press, there is a 50% production time surcharge to be able to achieve this.

5. Your client is our client too

Let us know who the key people are, so we can not only capture them at their best but also show them the appropriate respect.

Want to find out more?

If you like what you've seen and read, we'd love to pop in for a chat. It's a great way for you to see for yourself how we'll fit in with your team. Just call or email us to make a time to discuss your needs, and we'll look forward to getting to know you better.

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