

## Preparing for your portrait shoot

Does the idea of having your portrait photograph taken fill you with dread? The truth is, many of us feel uncomfortable in front of a lens, but there are some simple ways to make sure you look your best. Here are our **top five tips to preparing for your portrait photograph shoot**.

### 1. What will I wear?

The ideal outfit depends on the purpose of the shoot and the personality of your firm. Is it a formal posed portrait for an annual report or sales material, or a relaxed, candid shot to show what you are like to work with? Choose something you would normally wear to work, and that you feel comfortable in. Neutral colours are usually best. You may want to change just before the shoot, to reduce the chance of wrinkles and perhaps bring in an extra outfit option. For women, there is no need to be heavy handed with your makeup just for the camera.

### 2. How does it work?

Encapture corporate photo shoots often happen very quickly so you are not kept in front of the camera or away from your work for too long. Your photographer will probably be chatting to you to help you relax and distract you from the big lens in front of your face. Let them advise you how you should pose, as they know exactly what they need to get the best image. They'll take a number of shots, and when they are happy they have a few great options, you're free to go!

### 3. Tricks of the trade

First of all, just breathe. It will help you relax. Many people tense and hold their breath in front of a camera. Rather than worrying about how you should look, think about someone you know, whether it's a prospect, client, employee, friend or partner, and

pretend they are the lens. Imagine talking to them, as it will help you appear engaged and lively rather than uncomfortable. A great portrait photograph shows real life in your eyes.

#### **4. And then what happens?**

This depends on our brief, but usually someone from your organisation will choose the best images from our selection. We get proofs out to you within a week (or sooner if needed.) Once favourites are selected we retouch to remove any temporary blemishes or marks, manage colours and maximise light.

#### **5. For the organizer – scheduling and preparation**

Before the shoot we'll help you prepare a timetable, to allow us to set up and test lights on our assistant before we start with subjects. This makes sure they aren't kept away from their work for too long. The time per subject depends on the number of looks and locations required, so we can also advise you on this. Please provide us with a list of names on the day so we can record image numbers. Phone numbers also help, so we can buzz them if they are late.

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#### **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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