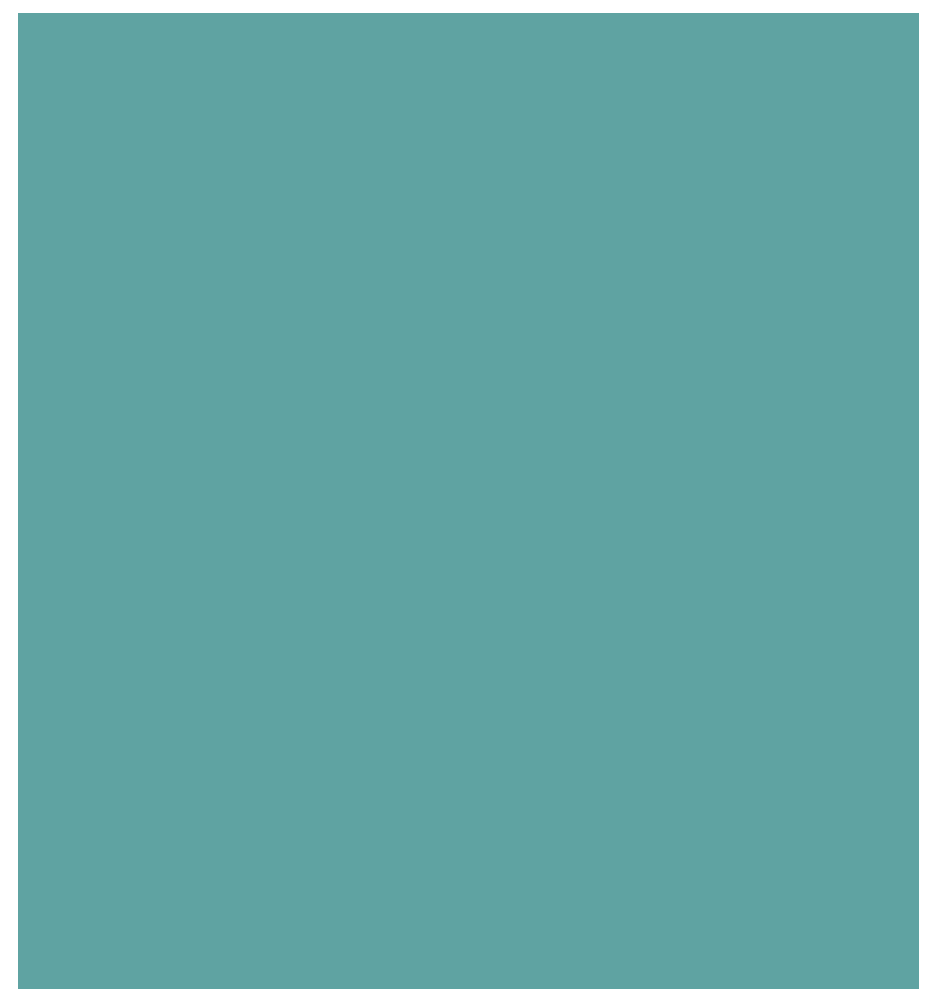
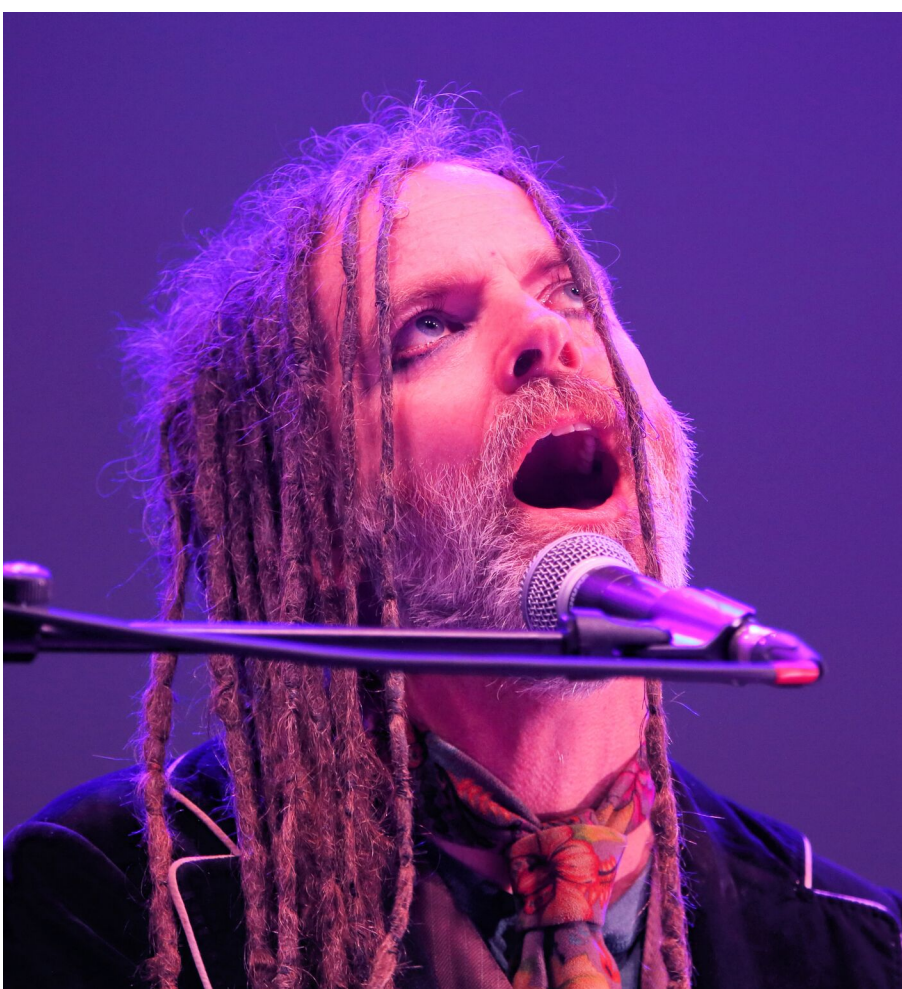
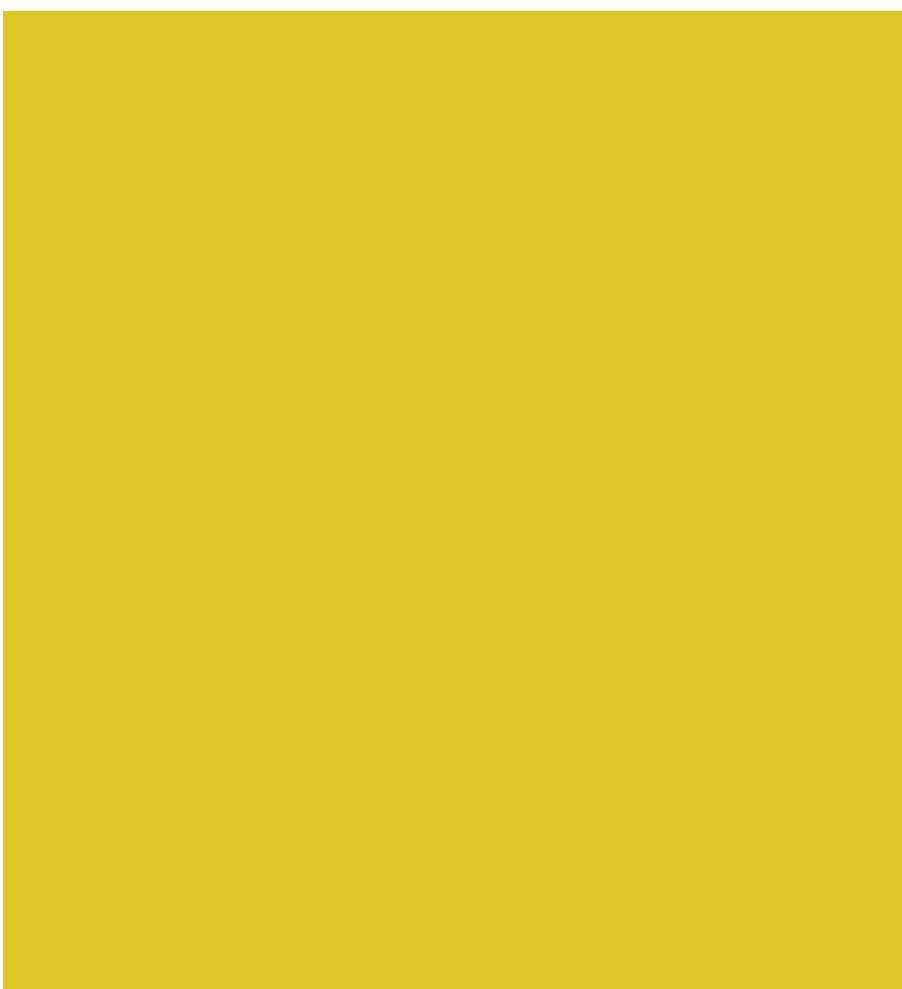


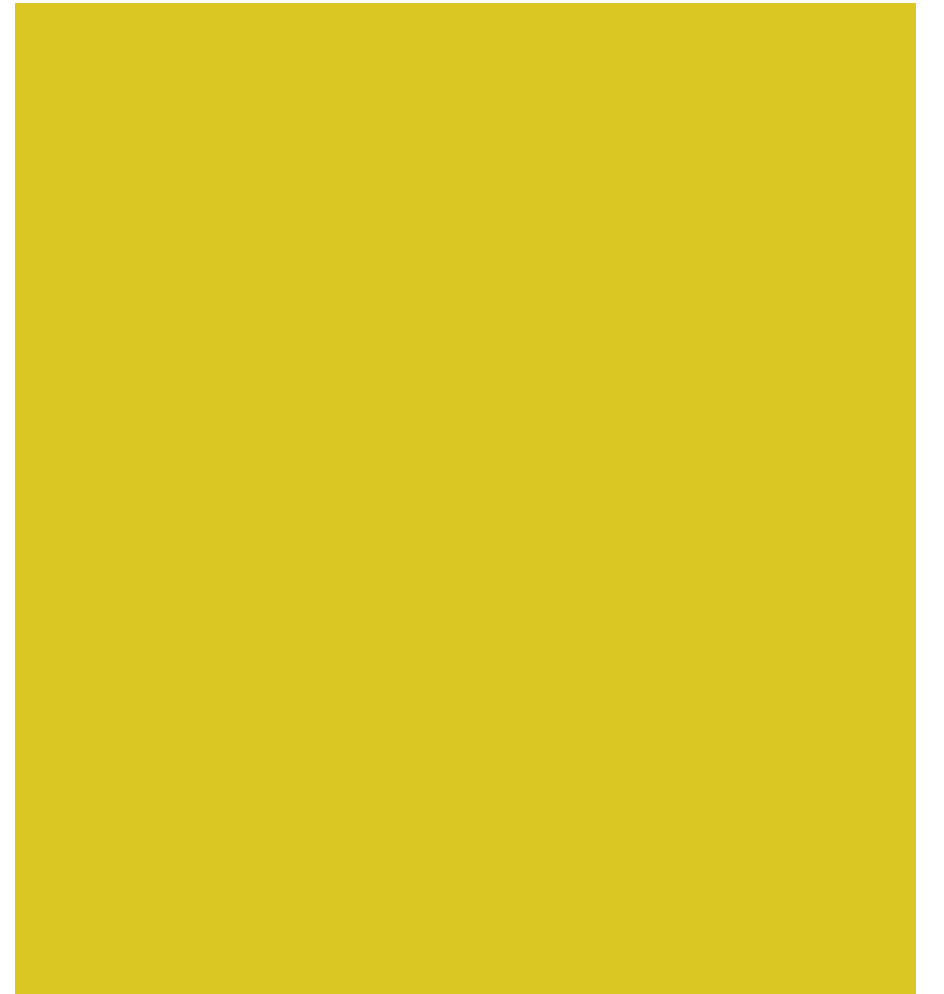
# PHILIP KING PHOTOGRAPHY



USING A  
PHOTOGRAPHER  
FOR EVENTS



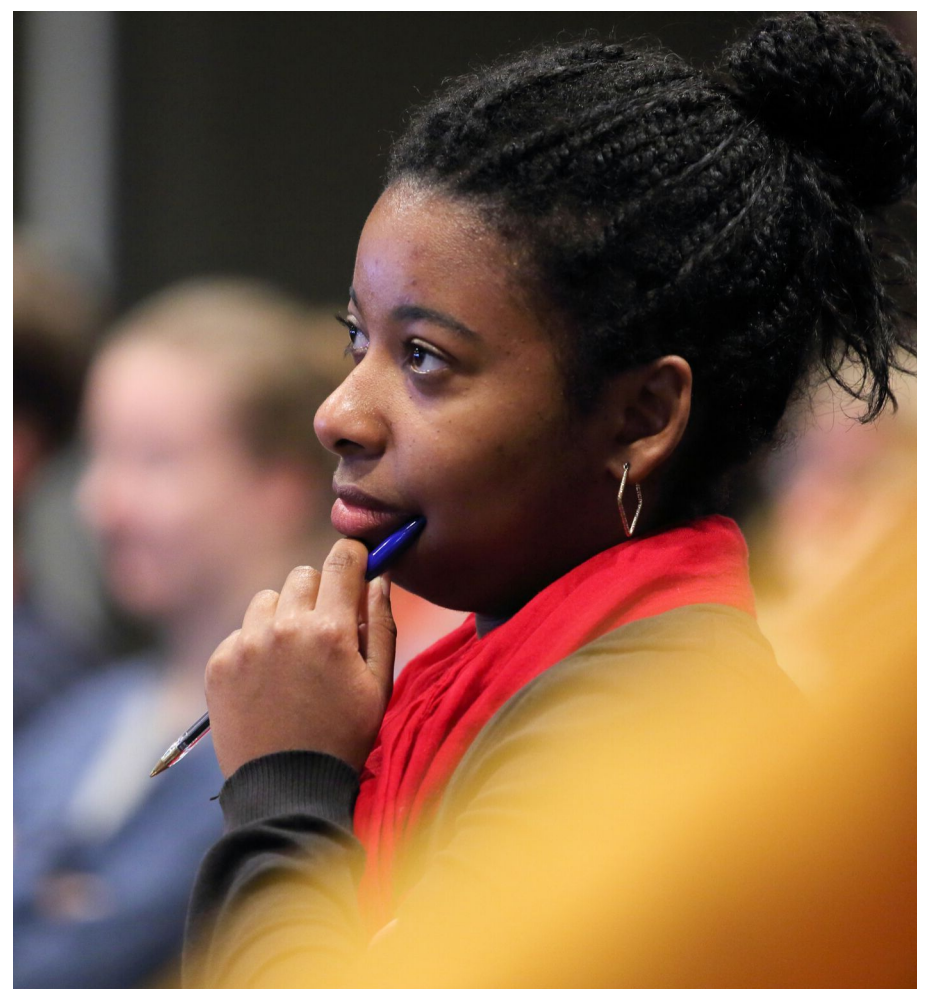
# PHILIP KING PHOTOGRAPHY



**This short guide is designed to give a few ideas of things to think about when using a photographer for events – conferences, meetings, family gatherings, parties, weddings, etc. It's a general guide – so there are likely to be other things to think about for your particular event. Whoever you choose as a photographer, it's worth spending some time in advance talking with them about your event, what it involves and what you most want from them on the day.**

## **Choosing a photographer**

As in most professions, photographers specialise in what they do. A landscape photographer may or may not be good at taking event photos, and vice versa! Try to choose a photographer who has a track record shooting your sort of event. Have a look at their previous work online; ask them if you can see a complete set of photos from a previous event rather than just their best photos that they'll have put on their site. Do you like the style of photos they take? Do they have the right equipment to capture your event? Are they insured? And of course their cost and availability will be key. Do also check how you can use the photos produced – is the photographer licensing the photos to you for particular usage or transferring the copyright to you (this is quite a big area – but it is worth checking that you can use the photos for the purposes you want without paying additional fees).



# USING A PHOTOGRAPHER FOR EVENTS



# PHILIP KING PHOTOGRAPHY



## The photographer's brief

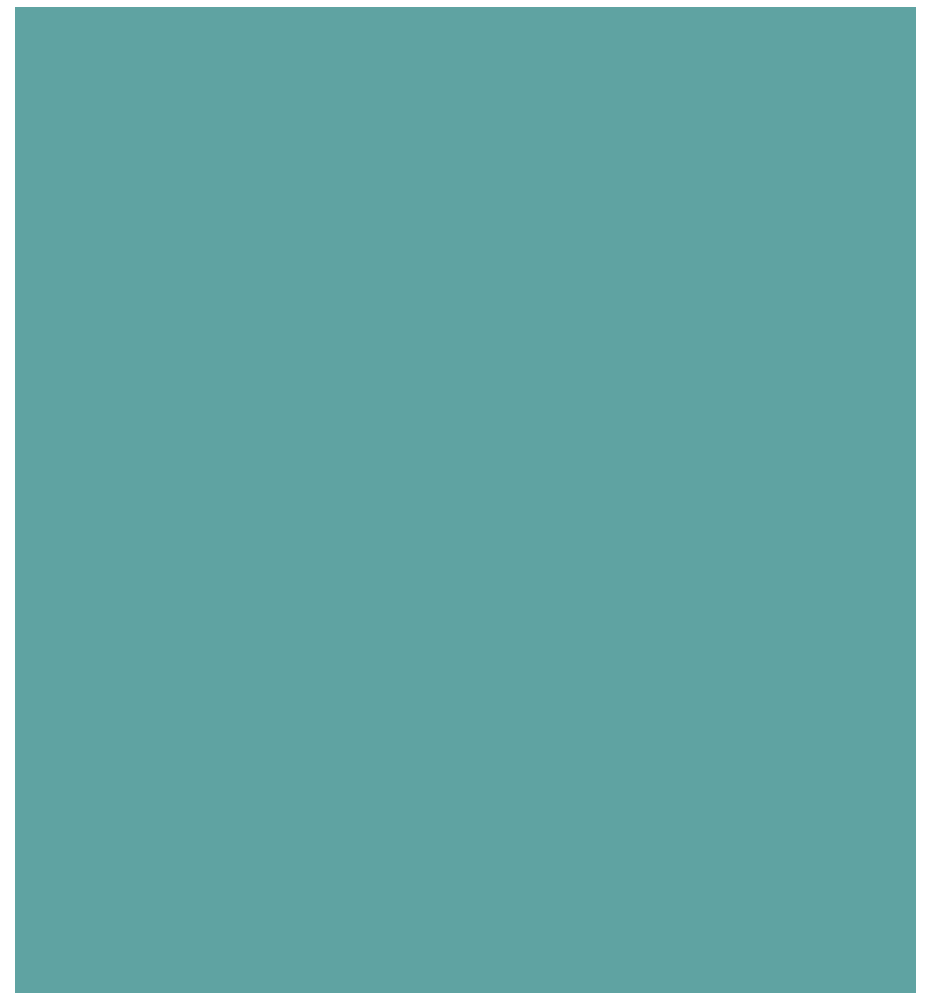
Help the photographer understand what's important for you during your event. For example, what's going to take place, and what do you particularly want captured at each stage of the event. Are there key people you want photographed? Do you want any formal portraits of individuals or groups? Will there be key moments that are important? . . . Think about more general aspects that you want to highlight – perhaps people enjoying themselves; people in deep discussions; diversity; numbers of people, aspects of the venue; corporate branding, and so on. If you want a shot of the entire gathering of people, do allow time in the programme for this – it can take 20 minutes or more, depending on group size, to get everyone together. Give the photographer as much information as possible in advance – your running order for the event, locations of activities, information on the venue. Do consider how visible you want your photographer to be – you may not want a photographer to be seen during key moments, but the more restrictions a photographer has the harder it may be to get key shots. Are you happy with the photographer using flash? Do you want to your photographer to dress formally or more casually? Will you provide them with refreshments (always nice for the photographer to be fed and watered!)?



# USING A PHOTOGRAPHER FOR EVENTS



# PHILIP KING PHOTOGRAPHY



## What permissions do you need?

It is important to consider the permissions you need for photos to be taken. This may include permission from the venue, and some venues might place restrictions or make a charge. For weddings or other ceremonies, it is important to discuss with the person conducting the event (vicar, registrar, etc) when photos can be taken during the proceedings. Key speakers, particularly if well-known, may place restrictions on when they can be photographed and how photos of them are used. If you intend the photographer to take pictures of event participants, then those attending need to be made aware of this (e.g. in the joining instructions, a sign at registration, a notice from the front at the start pointing out the photographer). There may need to be a mechanism for people to say if they don't want their photo to be used. It is particularly important to consider whether children will be present and how parents or guardians can make sure that their children aren't photographed if they want to ensure no pictures of their children are taken. You may wish to issue your photographer with a badge or lanyard that identifies them as a formal part of your event to venue staff, the event team and attendees.

## When and how do you want your images?

Do check with your photographer when they will deliver images to you. Most will take some days or weeks to deliver a full set of images of your event, but you might want a few key images delivered quickly for use on social media or for a news release. You can also check how your images will be delivered – many photographers use a facility on their website for delivering images to clients securely and privately.



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