

Image is Everything



Basic Bests in Your Event Photography

by Tim Votapka

The Rundown

- Why We Want Pictures
- Where We Can Use Them
- It's Easier Than You Think
- Do This, Not That!
- Try This



Who Am I?

MARKETING COMMUNICATIONS PRO

NEWS AND BUSINESS TRADE EDITOR
WRITER/LAYOUT & DESIGN
CREATIVE DIRECTOR - B2B
ADVERTISING, PROMOTIONS, NEWSLETTERS

PHOTOGRAPHY EVER SINCE...
LANDSCAPES, NATURE, FLORAL MAINLY AS
THEY DON'T MOVE, CHEW OR TALK BACK!

TIM VOTAPKA,
DIR OF MARKETING, PROSPERITY PLUS
(ALSO OWNER OF IDEAL SCENES.COM)



WHY WE WANT PICTURES

FIRST IMPRESSIONS

People react more to images than to written content. That means higher engagement which allows better connection.

BUILDS YOUR BRAND

Fosters trust among customers, prospects. Makes you look more genuine, authentic and relatable.

SETS YOU APART

People want to get to know YOU, not the stock art you may copy from your manufacturers or Google!



WHERE WE CAN USE THEM

WEBSITE

Set a tone for your business.
Make it look welcoming.
Easier to give customers a look
at your fine facility and staff.
Builds affinity for your business.

SOCIALS

Every post should have an
image. Video even if that's
possible as that adds credibility
and reality to your target
audience, followers included.

COLLATERAL MATERIAL

Stock photos are great, but they
don't show off YOUR business,
YOUR team, or services and
products especially in
presentations.

IT'S EASIER THAN YOU THINK

IF YOU DON'T HAVE A PHOTOGRAPHER ON STAFF

Train & assign it to someone who
isn't timid.

USE A PRO WHEN IT'S WORTH IT

Generally, high-end portraits are
when you want the A team.

MAKE IT PART OF YOUR CULTURE

One person can't be everywhere,
but everyone already is!



SO, LET'S DO THIS...PEOPLE



ANGLES AND LIGHTING

People tend to get a little uncomfortable when they have to stare at a lens. So, move off to the side and let them do something even if it's staged. They'll have fun play acting and smile more brightly and look relaxed.



TRY TO SHOW A STORY

Your people are at work for a reason, so let's put them at their post where they feel comfortable. Nothing wrong with having other people in the background so long as they are not distracting. May even add more authenticity.



MAKE 'EM LAUGH!

Tell a dumb joke. Say something you know will push their button. If you're not funny, have someone stand behind you and ham it up and snap away. You will get the real person and not the stuffed shirt or cardboard cutout!

DON'T DO THIS...PEOPLE



BUSY BACKGROUNDS

Please, please, please be aware of what's behind your subject. Dark on dark, wreaths growing around your manager's head, overall clutter. Don't be afraid to adjust the environment to suit the shot you need to capture.



BACK LIGHTING BLOW OUT

Happens too often. Light from windows and other sources should never be behind your subject. Creates silhouette effect that hides your subject's wonderful face. Use that light source instead ON the subject.



FLOTSAM AND JETSAM

Take second to be aware of what will be in your frame. Seriously, do this a few times and it becomes second nature. You'll catch water bottles, Post-it notes and other junk that doesn't help that "best foot forward" image.

Spot the 5 Outpoints!



SO, LET'S DO THIS...EVENTS



ATMOSPHERE, FINE

If you had a reception or a catered event then it's perfectly alright to show it off. Attendees will remember you spent money on them, and those who weren't there will wish they had attended!



THE PLACE WAS WELL DRESSED

If your event had a touch of class, then get in the room early while it's still sparkly and clean. Don't wait until people are sitting around on their cell phones and chewing.



AND WELL ATTENDED

Group shots are great, but stand off to the side and take as many candid shots as possible. Mix it up so you have reception, guest speakers, etc. Have people wave at you or "thumbs up."

SO, LET'S DO THIS...EVENTS



DO THE BEST YOU CAN WITH IT.



DON'T DO THIS...EVENTS



AND DON'T GET ME STARTED ON VIRTUAL EVENTS

But since you bring it up, the same rules apply to lighting, backgrounds, clutter, chewing and other aesthetic challenges!

Hire a moderator who can produce the event for you and keep things flowing.



So Try This...

MAKE AN EVENT LIST IN ADVANCE

Agenda (how you want it to flow)

Who's going to shoot (may be more than one)

Visit the space in advance. Minimize surprises ahead of time

TEST YOUR EQUIPMENT

Is it fully charged (phone or camera)

Do you know how to use it without being awkward?

Try a variety of shots like a rehearsal. You won't waste film!

Know where the light switches are!

Be creative! Low angles. High Angles, Over the Shoulder, Etc.

PREPARE TO BE ORGANIZED

If you're shooting the images, be sure to get a shot list so you don't forget any VIPs.

If you need to record names, be sure to have that data.



Questions?

THANKS FOR WATCHING

Be Sure to Respond to a Survey

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NEXT WEBCAST

Budget Planning by Jim Kahrs

DECEMBER 15

1 PM Eastern

REGISTER NOW!

prosperityplus.com or QR Code now

