

**Inside secrets to
better event photography**



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What does an event Photographer do

An event photographer specializes in taking pictures for important or specific gatherings such as parties, shows, events, and weddings. They must assist with the event setup and provide excellent customer service to ensure that things will run smoothly before, during, and after the event. They must have good communication skills to properly assess and meet their client's needs and capture the best moments for a once-in-a-lifetime experience. Independently, they work in studios or work hand in hand with event coordinators.

Events photographer responsibilities

Manage HDR and PANO shots

Report increase of ticket sales as a direct result of posting event photos to the company Facebook page.

Proper use of a digital camera, tripod, filters, and flash attachments.

Orchestrate regular internet uploads of photos from events.

Edit, process and retouch all wedding pictures, using Photoshop.

Add to the collection of promotional photos that the client uses for print, digital and web communication.

Maintain clear communication with clients before, during, and after the shoot to ensure their needs are met.

Plan ahead with the organizers in order to cover the whole event,

Utilize Photoshop for editing, image manipulation, and image restoration.

Capture formal graduation portraits using digital photography equipment and studio lighting.

Provide event photography for specific events for use in advertising and online distribution

Use professional studio/photography equipment and DSLR camera to capture professional, high-quality images.

Promote Lifetouch products and deals to clients.

What kind of information do you need from event planners?

- the planners need to tell you what they want.
- how the pictures are going to be used —because if they're only going to be used on the web, that's a different type of shooting than if they're going to be used in print.
- No need to know dimensions, but need to know if they're looking for banner shots, which will be wider shots of the room.
- specific types of images, or locations
- details like alcohol are important to nail down before the event — some clients don't want any photos of people with drinks in their hands.
- are any surprises planned, to make sure you need to be at what time is key.

What trends are you seeing in event photography?

One big trend is clients looking for a video booth for clients that bring to all of their events for their employees. You walk into this booth and three questions come up on the screen. You read the question, it gives you a countdown and you have 60 seconds to answer the question. Photo booths have been around a long time, but people are trying to find creative little gimmicks to make them more fun.

What changes have occurred in the past decade?

Budget cuts and social media needs are the two that are hard for everybody— budgets are lower and the needs are immediate. That puts more pressure on you to do more with less. degree cameras, drones and photo booths.

How is shooting a trade show different from a corporate event

The photography needs of both trade shows and corporate events are similar depending on who is promoting the show.

Both are looking for high-quality marketing images that reflect a positive attendee experience, therefore trade shows and corporate events are similar in the sense that

Corporate events are usually designed to promote a company and its services to their existing and future customers, with the main goal of creating a positive and progressive image of their company, and to thank and reward their best performers. Some of the larger corporate events will have trade show elements to them.

At trade shows, photography is primarily used to record a positive attendee experience as well as show and exhibitor branding. So when I'm shooting a trade show, I tend to focus on recording attendee and exhibitor interaction and branding, versus a corporate event where my shots are all about attendee interaction and company branding.

The equipment will depend on the different needs of each show, but use special rigs to create interesting angles and images, as well as 360-cameras to capture panoramic views of the exhibit hall.

Headshots seem to be more popular at events

When should clients expect to receive their photos, post-event?

Typically a one day turn round, even on complicated shows. Some clients want press or media shots for the next morning

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Bio

My name is David Wright.

I have many years experience writing procedures on how to test high tech electronic equipment. Re wrote technical manuals so that the average person could understand them.

Set up numerous training programs to train Junior techs.

My documenting skills are excellent paying attention to details satisfying the toughest ISO auditors.

I have enhanced my writing skills by successfully completing a course in Writing for Children's literature.

Completed course from AWAI in Copy writing service ,B2B copy writing, Seo management , Email marketing and web design

This has helped me write how to articles and Information Books that you will find on my website Discount E Books <http://www.discount-ebook-s.com/>

I have had a Camera in my Hand since 1965 Gone pro In 1999

Took the course from ICS in Photography

I am now at a point in life I would like to share my knowledge with the world and the best way I know how is by Print either electronically or Hard copy paper.

David Wright

Electronic service technician

Professional Photographer

Experience writer