



# **THE ESSENTIAL GUIDE TO HIRING A PROFESSIONAL PHOTOGRAPHER FOR YOUR CORPORATE EVENT**

**BROUGHT TO YOU BY PICTURES BY TODD**

**GREATER PHILADELPHIA'S  
CORPORATE PHOTOGRAPHY SPECIALIST**



## WHY HIRE A PHOTOGRAPHER WHEN GUS HAS THE LATEST IPHONE?

Don't hire an amateur when a professional is available to provide quality work. Having professional photos allows for:

- Reuse of the images for social media and promotions
- Proper framing, uniform focus, and depth of field across the images
- Lighting is taken into account
- Everyone at the event to BE at the event and not worrying about documenting it
- The full story to be told with a mix of candid/posed photos



## **WHAT ARE SOME OF THE PROBLEMS BUSINESSES HAVE THAT A PROFESSIONAL PHOTOGRAPHER SOLVES?**

A professional photographer can provide uniform headshots for your entire team that are a multitude of sizes that work for websites, newsletters, and other services without any grain or sizing issues.

Headshots establish trust with potential clients and an air of professionalism that is unmatched in a world dominated by individuals seeking visual references.

Marketing with a professionally done headshot will allow you to put a face on a product that you stand by and will result in easy recognition from people who view your marketing, as well as a personal life-like connection between you and people who will see it.



## WHAT A PROFESSIONAL PHOTOGRAPHER CAN DO FOR YOUR EVENT

Professional photography that covers an entire event ensures that everyone is included. Sometimes simple photos taken via a cellphone can omit the action, whereas a professional shoot will include every moment.

Individuals will look their best when a professional photographer covers an event. Professional grade cameras can compensate for movement, lighting, and crowd size in a way that allows people who view the photos to not only see the people at the event, but get a feel for the entire event as well.

When it comes to professional photography, more subtle moments are easily picked up. This includes individual emotions, “action” moments, and an unforced view into an event that looks more natural as opposed to staged.




## HOW TO HIRE A PROFESSIONAL EVENT PHOTOGRAPHER OR VIDEOGRAPHER

Once you have a name of a photographer, videographer, or a company in mind, reach out and make contact with them in the way that they state is most convenient on their website. Sometimes, professionals prefer to be reached via email, while others prefer to take phone calls.

When contacting, don't be dismayed when a response doesn't come right away. Chances are the contact is on a shoot at the time, so be sure to leave a message that includes a means to allow the professional to get back to you in a timely manner.

When contacting a professional, be sure to include a detailed look into what you would like to be done. It will be a lot easier for them to reach a coherent price and a timeframe with as many details as possible. Also, include what you might be looking at price-wise. These can vary depending on the day, but it doesn't hurt to have it in mind when contacting a professional so that you are all on the same page.



**THREE QUESTIONS  
TO ALWAYS ASK A  
PROFESSIONAL  
PHOTOGRAPHER OR  
VIDEOGRAPHER**

# 1

## What experience do you have with this type of event?

Experience varies from professional to professional. Some individuals have specialties when it comes to weddings while others have more varied experience. Just because an individual works professionally as a videographer or photographer doesn't mean they have the exact experience you are looking for. Be sure to give as much detail as possible when it comes to the project.



# What are your rates and are they negotiable?



As with experience, rates can range drastically depending on the professional's level of experience and unique skill set. To a photographer, every event or project is unique, so be sure to explain to your photographer everything in detail is so that you can be sure to get the best rate

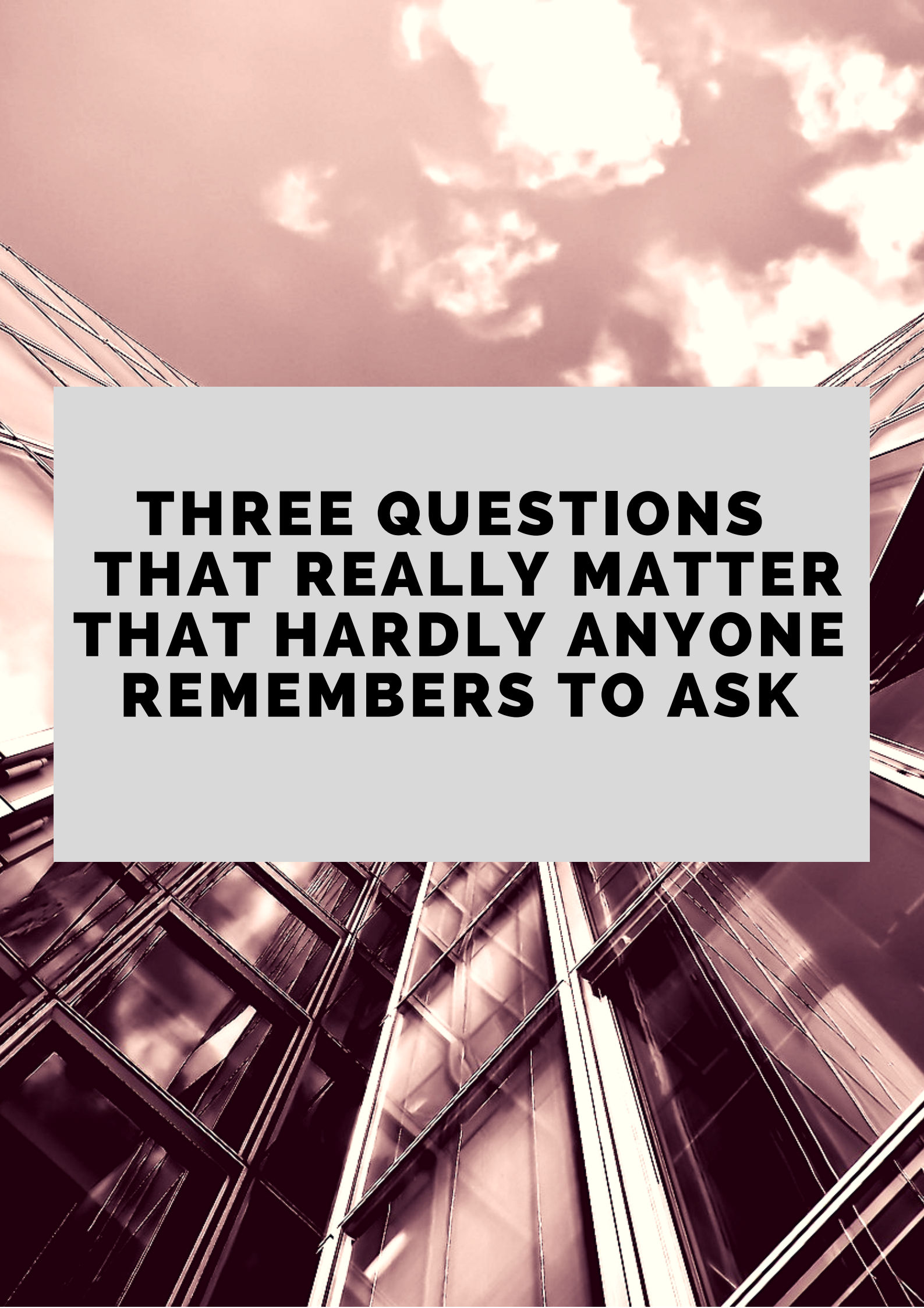


# 3

## What are the Logistics?

Logistics are important when it comes to hiring a professional. Things like the hours in which the event is taking place, the size of the event, and the kind of event are very important for the professional to know. Depending on the size, multiple shooters may be needed. It's important to give as much information as possible when it comes to hiring a professional videographer or photographer as any surprises or confusion can result in a more difficult shoot.





**THREE QUESTIONS  
THAT REALLY MATTER  
THAT HARDLY ANYONE  
REMEMBERS TO ASK**

# 1

## Who owns the photographs? (Usage rights, etc.)

When it comes to the ownership of the photos, it's important to ask the professionals directly when it comes to the rights. A contract stating terms when it comes to ownership should be discussed prior to the shoot, which will be covered next.

## What's included in the contract?

# 2

Outside of the standard discussion of hours and pricing, things such as payment terms (how the payment is delivered), deliverable items (digital copies, printed copies, etc.), policies pertaining to other photographers, and a failure to comply clause are also things to discuss directly with the professional. Be sure to read the contract in-depth and ask any questions prior to the shoot.

# 3

## Do you require a deposit?

Typically, photographers will ask for a deposit, and the details about the deposit should be discussed and included in the contract. The rest of the payment should also have a very clear and concise due-date after the conclusion of the event.

# photo here

## LET A PROFESSIONAL DO WHAT A PROFESSIONAL DOES BEST

Professional photography and videography can bring your event and brand to life in ways that other methods can't compete with. Not only will entire events be covered to the fullest, but subtle things like movement and lighting will be represented in a manner that brings your photos or videos to new heights.

When it comes to presenting yourself or your business with professional photos or videos, potential clients or workers will have confidence in you or your brand when they can pinpoint a familiar and professional face branded with it. In a world where visual impact can make or break a business or individual, it's important to look professional by hiring professionals to make it happen.



## **STILL HAVE QUESTIONS?**

You still may have questions about your event, depending on its size, location, and agenda, but we want to help you make one part of the planning process that much simpler.

At Pictures by Todd, we understand and want to offer you our perspectives and advice to help you plan for your event coverage and ensure the quality of your photos and video.

Go to this page and schedule a QA consult. Times are limited, but the consults are offered at no charge as a way of being of service to the business community:

[www.PicturesByTodd.com/QA-consult](http://www.PicturesByTodd.com/QA-consult)