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Agenda

In today's session, we will discuss:

- Establishing your needs
- Contracting the right photographer
- Defining requirements and minimizing cost
- Pitfalls and best practices

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Learning Objectives

During this session, attendees will learn to:

1. Hire the right photographer at an appropriate rate to deliver assets that will maximize value to the organization
2. Understand the process, opportunities and limitations of event photography

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How Will You Use the Images?

- Promotion for next year
- Promotion *during* the event (eg, Facebook)
- Highlight reel for next morning or closing
- Rewards for attendees, speakers, honorees
- Documentation/validation to management

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Should You Add Video?

- Do you have the people and technology to utilize it?
- Right quality level for how you'll distribute?
- Sizzle reel (moving camera) or passive recording (tripod)?

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Should You Add Video?

- Is the deliverable an edited piece or raw footage?
- Can't the photographer capture stills and video?

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New Options in Event Imagery

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New Options in Event Imagery

- Drone stills and video
- Live-stream video (or post stills)
- Panoramas, time-lapse, 360-degree
- Sizzle reel or loop for closing or breakfast
- Onsite printing (logo frames), headshots

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New Options.... Drone in Detail

- Safety! – people, property, air traffic
- How: Licensed commercial drone pilot
- Restricted areas and times
- Weather constraints
- Flight insurance
- Indoor too?
- Plan for editing
- “Blimp Drone” for big-venue wow-factor

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What is a Good Event Photo?

- Composition - wide, medium, tight
- Lighting
 - Quality and direction most important
 - Real stage lighting (no raccoons please)
 - Audience shots (spilled stage light limit shots to front rows)

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What is a Good Event Photo?

- Background AND foreground
- Appropriate use of focus - “bokeh”
- Angle – camera location and tilting
- Make use of color
- Color balance

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Finding the Right Photographer

- Market rates vary by location
- Find local or send your regular?
- Match the photographer to your needs
- View online portfolio
- Soft Qualities: Flexibility, Communication

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Things to Tell Your Photographer

- Demographic special needs?
- Posed or Un-posed?
- Shotlists: Useful but be flexible
- Identify timed activities
- Identify what is NOT needed?
 - Food? Signage? Venue?
- How obtrusive?
- Identify key people

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Cutting Cost / Meeting Objectives

Photographer's fee

- Biggest cost factor is time
- Longer jobs get lower hourly rates
- Ways to save: cut gaps, adjust start/end
- Annual retainer for volume discount

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Cutting Cost / Meeting Objectives

- Are multiple photographers really needed?
- Appropriate licensing

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Photography Agreement

- Is “Contract” required?
- All fees
- Delivery date
 - 3-5 days to Dropbox typical unless posting nightly to FB
- Image specs
 - Typical: 2000x3000-pixel JPG images, light compression, 300dpi.
 - Full-res for large print
 - 72dpi if online-only and filesize-constrained

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Photography Agreement

- Usage:
 - License vs own copyright
 - Photographer owns copyright
 - License for purpose and duration
 - Buyout is ~1.5x day rate
- Payment terms – 50% advance for big jobs
- Early cancelation clause is reasonable

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Why is the Photographer...?

- Not getting this shot? Ans: Camera vs human eyes and brain
- Not shooting? Ans: Waiting for the subject to come to the scene and light
- Shooting the same thing so many times?
- Not using flash?

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ROI and Event Photography

- ROI: $(\text{Revenue} - \text{Cost}) / \text{Cost}$ or (informally) Benefit/Investment
- Better images → better marketing → increased sales and brand equity
- Impossible to accurately “measure” ROI for event photography

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ROI and Event Photography

Instead show you've "maximized" the photography ROI by:

- **Paying only for the type of images you need**
- **Fully utilizing the images you received**

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Simple Things You Can Do

- Assure reasonable stage lighting
- Get permission to use attendee photos as part of registration
- Licensing vs buyout
- Be gracious and proactive to create good will with photographer (eg, meals)

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Q & A | Audience Insights

- Any question is OK
- Share your experiences, insights, frustrations, or suggestions

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Getting the Most from Event Photography

Craig Sherod

Owner and Principal Photographer

Craig Sherod Photography

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Q&A

Continue the conversation!
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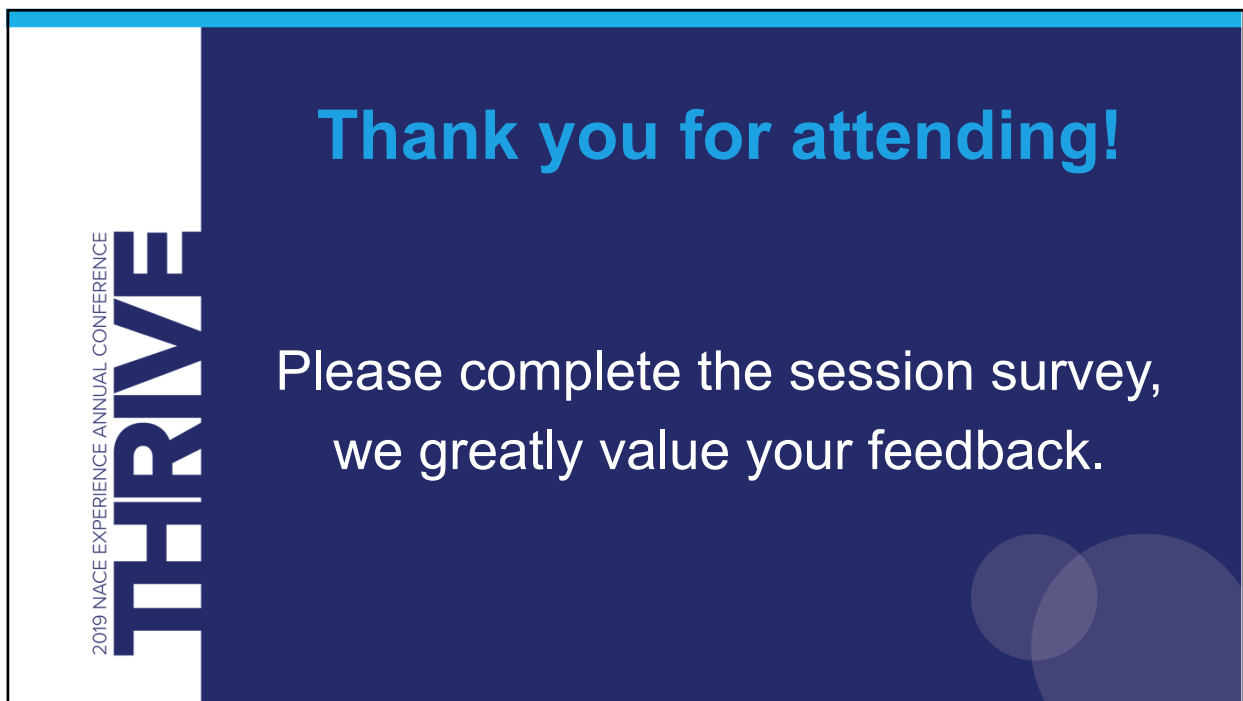
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