



INFUSION

Top tips for a great photography shoot

1. Write a brief for you and the photographer

Think about the images you need – key spokespeople, products from different angles, projects that showcase your range of services and abilities. Include what the images will be used for, the audience they'll be shown to, how many images you need from the shoot.

2. Communicate the why and what to your team

Few people like having their photo taken, we know. Prior the photographer turning up make sure everyone knows why it's happening and what they need to do – uniforms, clean branded shirts or clothing, how long it'll take. Make your team part of the process.

3. Think about where the images will be used

Will they predominantly be used on social media? If so, ask whether you can have them pre-cropped (we know of photographers who offer this) to save editing time and make sure they fit without awkward cropping or losing image quality. If they're for print make sure you have hi-res files (min 300 dpi) as you can't use online quality for most print needs.

4. Have a shot list with you during the actual day/s

Check the shots off as you go, if you're trying to do a lot, a list is a must to ensure nothing gets forgotten and everyone stays on track.

5. Designate someone as the main contact and manager

Make sure there's one point of contact and someone managing the process, it may be your appointed account manager at a partner PR agency or someone in your in-house marketing team, but make sure the day is project managed; from making sure staff turn up where they're supposed to at the time they're supposed to be there, to getting products sorted and travel and access to locations cleared.