

Thank you for considering me as your photographer, I hope to work with you soon and take some great images, which you can use to market your business effectively.

Through my understanding of light, post-production skills and a creative way of seeing, I'll aim to make sure that I provide you with images that connect to your customers, telling the story of who you are and helping you stand out against the competition.

I've put together some information to really help you plan and prepare for your photoshoot and to enable you to consider exactly what you want captured.

Scroll down further for info on [prepping before shoot day – page 6](#).

To start with, **here's a comprehensive list of the types of shots you may require - to help you think about what you want to include in your shot list:**



Standard Bedroom Shots – rooms need to be shown accurately online and clear shots are required by booking agents. For this, hoteliers are advised that the room be shot in its entirety as much as possible, without distortion and accurate to the guest experience – so adding flowers or extras that wouldn't be there ordinarily is not advised. For hotels with unique rooms, we should capture each one separately but where room types are repeated, only one or two of each style needs to be shot.



More Detailed Bedroom Shot – these images are helpful to show the room in a little more detail and 'invite' the viewer inside. It's great to have close-up images to show off the style and design – particularly good for brochures and websites.



Other Areas – Exactly the same principles apply for other areas of a hotel, or for venues, restaurants and bars. The wider shots show the whole room/area, for accuracy.....



.... and the **closer shots** help 'sell' the space with warmth and attention to detail.



Fine Details – If you want to show something specific, e.g. a Valentine's Day promo, special products in your bathrooms, your fabulous cocktails or how soft those towels are, then gathering a set of close detail shots can be useful.



Story Telling, for social media. In fact, if you want to stand out on social media and attract and retain customers, you need to find ways to engage them through visual story-telling. Images that are a little more unusual and non-formal.



Food & Drink. Of course, the real thing that customers can't get enough of, on social media, is pictures of food and drink. One of the most important aspects of what you do, whether you serve juicy burgers at the bar, are a fine dining restaurant or excel in catering for large events, good quality photos of your food and drink is essential if you want to tempt customers.



And, for hotels, **Afternoon Teas** are what really get the LIKE buttons going and the bookings in during your afternoon slump; so, for good media coverage and to stand out on booking sites, get them shot well and shown off - as they deserve to be.



The other thing to consider showing off, are your **staff and customers**, (real or models – let's discuss this) which bring the images alive and portray real-life scenarios.



Also, with a focus on customer experience, don't forget some of the key events in hospitality – parties, weddings and Christmas time, of course! The easiest way to capture the photography to promote this, is to invite me in to shoot before an *actual* event, wedding or around Christmas time to capture a variety of set-ups. Sometimes though, this must be staged, with a styled shoot, and I can advise. I have a florist I work with and access to models, if needed, and lots of ideas, so I can help.

The things that I need to know before a shoot:

- 1) The time we plan to start the shoot – depending on the type of shoot, I can then plan to arrive in time for any pre-shoot show rounds, sets, briefing etc – and finish time. This can be pencilled in at first and adjusted nearer the time if necessary.
- 2) The address of the shoot location, any specific directions, if it's hard to find and parking info, if I need my car.
- 3) Key contact/s on the day, with emergency contact numbers.
- 4) The main aim of the shoot and a description of the photography required.
- 5) Refreshments - If we work over mealtimes, I really appreciated being fed (I'm pescatarian, no allergies, eat no meat but do eat fish, anything veggie and dairy is all fine). If you can't provide food, please let me know so I can bring provisions.
- 6) I am shooting for your whole organisation, but I need to be clear who oversees the commissioned list – so that on the day I am just answering/checking with the main person/people. If someone from another department suddenly wants a lot of different photos, not on the brief, this will not be possible without going through my main contact.
- 7) Please be clear about when you need digital files, so I can meet your timeline, otherwise proofs (or finished files, depending on the agreement) are sent within a week - though usually sooner.

And going into a bit more detail, for most shoots, the following helps make everything run smoothly:

- The concept and idea behind any shoot are very important to consider. It could be as simple as just needing new, bright, modern shots of empty hotel rooms for booking sites, or it could be that you require images that are 'cool' and contemporary to use on TikTok to appeal to a younger market, so are looking for new ideas, for example. Sometimes an organisation has strict images guidelines/styles. Please do let me know, so I can tailor the shoot accordingly.
- A detailed schedule/timetable, with shots listed, is great to help everyone on the shoot be in the right place at the right time. We don't have to stick to this rigidly, but it really helps to have a plan for us all to work to, especially if staff from across your organisation are needed on hand during the day and certain rooms available.
- Samples from previous shoots or current imagery are useful for me to see, so I can match styles. Don't be afraid to surf the internet or magazines/brochures for the kind of photos you've seen and want me to emulate – this is very handy and can be a great source of inspiration. Of course, you can also point out pictures you like from my own portfolio, so I know your favourites, if that helps.
- Equally, anything you don't like, perhaps you've seen on a competitor's site, or had done by a previous photographer, is also useful to know.
- If, on the other hand, you just want to give me your brief and leave the creativity to me – *and on the day collaboration* - we'll be good to go too. You've seen my work, my style and I've listened to your brief, plus we have the advantage of being able to see the back of the camera as we go, so we can just shoot on the day.
- Creative/marketing shoots can require quite a bit of preparation, and, in some cases, the best way is an actual meeting and recce of the location, if you need my input, which will be factored into the costs, if required. Otherwise, if it's just a pre-shoot consultation, we can book a phone call or zoom (no extra charge).
- Whilst you may want to fit as much photography into the allocated time as possible, the more that needs to be done, the less time can be spent on each shot, which does inevitably mean quality and/or creativity could be compromised. Whilst, as an experienced photographer, I can work briskly when needed; lighting often must be adjusted, props set up and patience is required when working with people and trying to get their best angle. Shoots often take longer than you imagine and allowing time is important. For this reason, it can be a good idea to mark the most important shots for the timetable and the extra shots for 'if we have time'.

- Make sure the right person from the organisation is on site throughout the shoot. It's important a key person, who knows what you're trying to achieve from the shoot is on hand. This is the person who I check in with regarding the photography throughout.
- For food shots, plan the options ahead with the chef so everyone is prepared, and, on the day, I'll work closely with him/her when it comes to shooting the food to make sure it all looks fresh and delicious.
- For staff shots, you can ask for my tips sheet (designed for business headshots, but most of it is still very relevant) and pass it on if it helps. Make sure staff have good warning, so they can be prepared and wear their best jewellery, fix their hair, iron their shirt etc.
- For room shots, it's good to have on hand a member of staff from the house-keeping, conference or F&B team (as applicable) who know how things should look normally – i.e., how the meeting room is laid out for customers, or the correct way the pillows should sit on the bed, so we can call upon them to arrange things correctly. If this isn't possible, I have become adept at fluffy pillows and I have an acute - verging on madness 😊 – attention to detail, so I will make sure things look right for you.
- If any linens are being used for a shoot, please make sure they are laid out and pressed well beforehand, so the creases drop out. Creases in fabric, especially new bedding and tablecloths, are the enemy of photographers and if extensive retouching is needed for this, it will have to be chargeable because it takes a lot of time.
- If you are involving any staff in the shoot, whether they are acting as customers, or just being themselves (at the front desk, for example, or serving at the bar), it's a good idea to get them to sign a model release so you can use those images indefinitely to promote the business, without any problems (ask me if you need one emailed to you). The same applies for any customers we might want to feature in the shoots – unless they are blurry, (which I can do), you'll need their permission. For some staff, or customers, it might be appropriate to thank them in the form of a gift, voucher or perk (free drink at the bar, for example) – you know your customers and staff and what might be appropriate – as they are allowing their image for commercial use and if they feel valued, they're going to look happy and relaxed in photos.
- If the photographs are to be used online or in print, you may need a particular format or shape. For example, a banner at the top of a webpage and a full-page magazine spread requires different approaches. If you have specific size or shape requirements, or if you know you're planning to place more images or text over the photographs afterwards, please let me know so I can consider the spacing when I shoot.
- Most importantly, please note, I need the brief a few days, at least, before a shoot so I can prepare equipment, charge batteries, plan my route etc. As a freelancer, I may not be available to chat the day or two before, if I'm on other shoots, so it is best to prepare a little in advance, so we have a chance to communicate. And please feel free to ask me for any help or advice, photography is my business, and I'm delighted to offer my expertise.

One last note:

Social media is good for all of us and free exposure for your business, so I often share pics on shoots and blog about them afterwards highlighting and promoting your business, whilst showing off my skills – of course!

So, including relevant links to websites and social media channels, any offers and hashtags, on the brief, means I can talk about you, *in the nicest possible way of course.*

Please do tag & credit me. My social media channels are at the top of this document.

On the contrary, if discretion is required then do let me know. Sometimes shoots are confidential, pictures are sensitive or simply 'on hold' until a launch day - do just tell me before, so I don't let the cat out the bag.

Anything else – just ask! See you on the shoot.....
