



Best Practices for Corporate Photoshoots

PREPARED BY
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Corporate photoshoot guidelines

*Tips for successfully
managing your corporate
photography investment.*



When you're planning a corporate photo session - whether for a new website or a refresh of your existing photo library - there are plenty of moving parts. The more decisions you can make in advance of the session, the better, for you and the photographer.

I always prepare a "session brief" for client projects, outlining all the specifications along with contact information for the client and for my team. If I have the details listed below it helps me plan my time more efficiently, and bring others involved in the project up to date as we approach the date of the shoot.

Here are a few tips for three different types of photography - headshots, corporate lifestyle, and events. I've included a section on technical specifications which apply to all types of business photography.

HEADSHOTS

Tip: Photographers love to have a visual example of what you have in mind. Are there other website photos you like? Does company management have any strong preferences or dislikes? If you're doing a website redesign, chances are your web designer has developed detailed specifications for the style of your photos. If so, send them along!



01 • WHAT IS THE STYLE OF THE PHOTOS?

Will you want a solid color background (usually gray or white), an environmental background (with the person standing in an office or similar corporate location), or will the background be removed and photoshopped into another scene?

02 • HOW WILL PEOPLE BE POSED?

The term "headshot" is used to describe head and shoulders poses (some refer to this as "yearbook style,") as well as where the subject is photographed from the waist up or even mid-thigh. It's important to specify how much of the body should be in the photo, as well as how the subject should be positioned.

03 • WILL YOU WANT PEOPLE TO WEAR CERTAIN STYLES OR COLORS?

I always suggest individuals bring several items of clothing, since some photograph better than others. However, your company may have specific requirements. Some clients want two or more headshot versions per person, with a different outfit in each.

CORPORATE LIFESTYLE

Tip: Consider a nearby food hall, trendy restaurant or similar public location for your candid photoshoot. They often have unique lighting, furniture and layouts that can look businesslike but stylish. Even the most conservative firm can benefit from photos of their younger professionals chatting in a coffee shop or urban bookstore, sending a message of youth and energy.



01 • WHERE WILL THE SESSION TAKE PLACE?

Are there places in your building that might make an attractive setting? Are there sculptures, textured walls, murals or other visuals that we can incorporate into the scene? If the weather cooperates are there exterior locations that might make a good backdrop?

02 • WILL PROPS BE USED?

For corporate lifestyle sessions, it's helpful to have some kind of prop for your professionals. Typically we use laptops, mobile phones, coffee mugs, pens, etc. But we can be creative!

03 • ARE THE PEOPLE COMFORTABLE BEING PHOTOGRAPHED?

In particular, junior staff may not feel they can say no to your request. Be aware of physical elements that may affect peoples' comfort level – for example, people who recently began wearing braces and who are self conscious about smiling, or those who may have gained or lost weight recently.

Events



GIVE SPECIFIC DIRECTION

Provide as many details as possible. For example, "the event runs from XX to XX. We will need 80-100 photos of guests, sponsors and the ceremony. Photos should be at least XX in size and delivered to us via Dropbox. We need a 24-48 hour turnaround."



ASK IN ADVANCE FOR ADDITIONAL SERVICES

Want a few headshots of your executives at the event? We'll need to know in advance. This type of photography requires different lighting, lenses and locations.



RETOUCHING IS EXTRA

We're happy to retouch candid photos of individuals who may desire a more flattering image. However, there is usually an additional charge for retouching event photos.

THE TECHNICAL STUFF

Tip: Check with your IT department, web manager or marketing firm before finalizing details of your photo session. If so, it's much easier for us to know this in advance so we can incorporate the specifications into our processing workflow.



01 WHAT FORMATS WILL YOU NEED?

Usually we supply JPEGS, but we can also provide PNG, TIFF or even RAW files if you need them.

02 WHAT SIZE FINAL IMAGES DO YOU REQUIRE?

Many firms request uncropped, full sized images along with 1x1 (square) crops for social media. We also provide custom sizes that you may need for your website.

03 DO YOU HAVE SPECIFIC NAMING CONVENTIONS?

Our files are usually named "[year] [client] [file #]." However, if you'd like a different naming convention just let us know.



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