

Event Photography

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What is an “Event Photographer?”

- The official photographer for group events
- Examples of group events
 - Music
 - Concerts
 - Theater
 - Sporting events
 - Fundraisers, dinners/programs/award ceremonies, and
 - Others: Any group gathering where photographs are needed/wanted (Weddings, parties, etc.)

What We Will Cover

- How to Plan and Execute an Event Shoot
- How to handle the unexpected
- Strategies to find events to photograph



How to Plan an Event Shoot

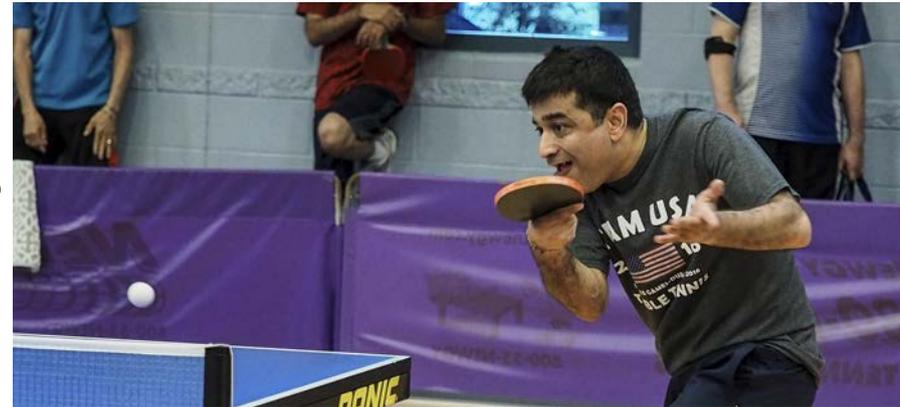
- Do your homework on the event
- Plan what to shoot
- Equipment needs
- Process and deliver a large volume of images (hundreds or even thousands) quickly, and

Most Important:

- Know in advance how the images will (or might) be used!

Do Your Homework

- Who is in charge?
 - Get permission/endorsement!
- Location, Date/Time & Type of Venue?
- Expectations of event organizers?
 - Specific images?
 - Types of images?
 - Venue access limitations & safety considerations?
 - Image delivery expectations?
- Desired uses of the images?
- Understand the event – the needs and wants of the organizers and participants



Plan What to Shoot

- Prepare a “shot list” of all the different kinds of images you want to capture
- Two approaches:
 - Broad categories of images
 - Specific, detailed shot list
- Shoot logistics
 - What
 - Where
 - When you will shoot
- Have a shooting plan

RANGE MAP

ZONE 1

A1 / A2
B1 / B2
C1 / C2

ZONE 2

E / F

ZONE 3

G / H

ZONE 4

D1 / D2

ZONE 5

I1 / I2
J1 / J2
K1 / K2



RD COMMANDS

COMMON COP COMMANDS:

- DO YOU UNDERSTAND THE COURSE OF FIRE?
- LOAD AND MAKE READY.
- SHOOTER READY?/STAND BY
- ENGAGE
- IMPACT
- UNLOAD AND SHOW CLEAR

Equipment Needs

- Each event is unique!
- Light makes the picture!
 - How is the venue lighted?
 - What additional lighting will be needed?
- Camera(s) – Backup highly recommended!
- Lenses: Normal, wide, telephoto?
- Camera support
 - tripod, mono-pod, hand-held, improvised?
- Memory cards: formatted and ready to go
- Batteries – Charge!!
- Backups – for every critical piece of equipment
- Have a checklist – Check it twice



Shooting the Event

- Be there early
- Execute your shooting plan
 - Work every location and shot
- Have fun!
- Expect the unexpected
 - Photograph it!
- Be flexible
 - Individuals often ask for a picture
 - Organizers often have “on-the-fly” picture requests
- Cooperate with and help other photographers
- Spread the fun!
- Stay late



Processing and Delivering Images

- Goal: Get every image right – in the camera
- Shoot “jpeg” (or RAW + jpeg) to speed processing
 - RAW gives great leeway but requires more time to process
- Be selective – process only the best images
- Use macros to process batches of similar images
 - Especially useful for sizing, sharpening, etc.
- Use free file transfer services
 - We Transfer
 - Facebook
 - Drop Box, Etc.

Followup

- Deliver the images on time
 - Make sure the recipients got them
- Track use of the images
 - Web sites
 - Publications
 - Face Book likes, etc.
- When will the organization need more photographs?



CAROL STREAM, IL-PRS Shooter Joe Caley has been chosen as a brand ambassador for the small and select professional group that represents Grunt Style of Carol Stream, IL.

Strategies to Find Events to Photograph

- Organizations you are already involved in
- Entities that need images for web use/public relations
- Network with friends and family
- Sell yourself and your work
- Deliver on your promises
- Be reliable

Benefits



- To make money
- As a volunteer
 - “Give back” to your favorite organizations and communities
- Participants always appreciate having pictures of themselves, their family, friends and colleagues
- People love sharing those photos on social media, or by the other "old-fashioned" ways
- Photographs make memories!
- Really good images by talented photographers make lasting recollections even better.