



5 WAYS TO GET THE BEST PHOTOGRAPHY FROM YOUR EVENT

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I am photographer and owner of Osborne Photography based in the Midlands and have been photographing events for over 10 years now. This article isn't so much aimed at budding photographers (although they'll undoubtedly pick up a useful tip or two) but more at *organisers of event*, whether you've been given that responsibility within your organisation or work for an events company.

Anyone who has organised an event - and by this I mean a presentation, conference, awards evening or unveiling - will know that they are both expensive to put on and time consuming to organise. So it's really important that you have a lasting legacy from all of your efforts - and one of the best ways of achieving this is through photography.

Photography that results from an event can be used during and immediately after for social media; and for on and offline marketing materials to promote future events or gain funding. In fact, some of our clients use the images from their annual conferences for their following year's marketing. Here are some ways that can help raise photography to a new level and produce the kind of images that can have long lasting use.

1. Branding is everything

Make your branding prominent - IMHO branding is everything with events. Having your organisation's and your sponsor's logos prominently in key positions - such as behind the key speakers and in the social areas - will make the pictures instantly belong to your event and give them a time and place.



2. Light up the speakers

Experienced or novice photographers will both struggle with poorly lit rooms (although the former will find a way around the issue). In the eagerness for the audience to see the powerpoint slides clearly, organisers and the venue often place the speakers in near darkness. There is a balance to be had where you can still make out the speaker - their gestures and expressions - and still see the presentation. Have a play around with the lighting of each so the balance is right and you can still get some great pictures.

3. Encourage participation

Some of the best pictures from an event show the attendees interested and engaged with the content. One of the best ways to do this is do something that involves participation - invite questions from the audience, get them to solve a puzzle or play a business game.

4. Make your event look busy

Historically, we all want events to look well attended and sometimes this can be essential for future funding. But 'live' events will be very different post-COVID 19 and the priority will be to respect the social distancing laws in whatever form they eventually take.

Your photographer should also be able to use their skills and experience to make the event look well attended through the use of perspective and composition.



5. Lose the clutter

Many wonderful pictures are ruined by unwanted items, whether they be bins, upturned tables or water bottles. Try to manage the environment and remove as many as you can before the event begins. During the event, it's always worth reminding the speakers and audience to keep bottles and snacks in their bags or under the tables.

Finally, it is possible to have some control over how your event is presented to the outside world via social media. You could create an online portal that's accessible to all delegates and drip feed images of the event throughout with your logo for them to use, for example. But most certainly create a hashtag for each event and encourage attendees to use when posting on social media.

Your photographer, if you hire one, should be able to maximise all of the above, through their skill and experience. But nonetheless, these simple steps will improve your pictures and create an impressive set of images for you to use for marketing and social media.

If you have any questions or would like to find out more about the photography services we offer, please contact Nick at Osborne Photography