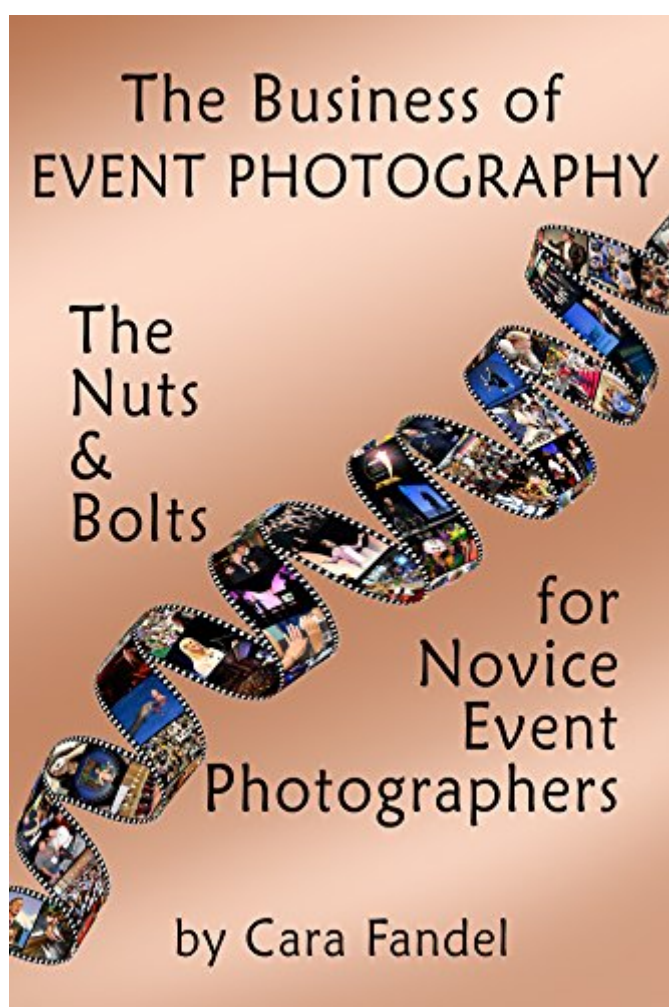


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The Business Of Event Photography: The Nuts & Bolts For Novice Event Photographers



Synopsis

This e-book discusses the issues that novice event photographers need to address in order to succeed in business. This includes where and how to purchase the correct equipment, agreements (contracts), how to advertise and market yourself and your product, developing a plan of action, and the importance of building and maintaining long-term relationships with clients. Presenting yourself as the ultimate professional not only heeds respect from the client and event attendees, but often leads to a continuing long-term relationship. Other topics include how to prepare for an event, set your pricing and payment options, Web sites, business cards, and establishing client relationships through social networking, social media and socialization. Touting the mantra "It's all about the client," the author discusses the importance of listening to the needs of the client, providing suggestions, and always delivering more of an end product than the client expects. Event genres discussed include weddings, conferences and expos, sports, festivals, galas, banquets, concerts, art shows, fun fairs, fundraisers and reunions. Since there are so many avenues to discuss, each chapter covers the fundamental requirements for success as well as how to avoid disputes later. This e-book covers the business techniques involved in operating an event photography business.. It does not discuss camera or lighting techniques, nor does it contain image examples of what to photograph and not photograph at specific events. That is left to the individual photographer as well as the potential client in a particular demographic area. Translation: what works for myself and my client in my area may not work for yours. The author draws from 30 years professional photography event experience, as well as comments and observations from fellow professional photographers, event planners and event vendors working with event photographers.

Book Information

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Customer Reviews

What a great little book. It's chock of very useful advice. The author's thought of everything. If you're just starting out or been in business for a while and can't figure out why you aren't making money the answer is likely buried in this book. Treat it like a business; be a professional, plan, plan, plan. Just some of the great advice coming from this book. If you want to go professional this is the book for you.

Excellent e-book! I didn't know how to start my own event photography business. I had too many questions and not enough answers that made sense. This book puts it all together for me. Very informative!

A lot of what is in here is already common knowledge out in the photography world and can be found for free all over the internet, in blogs, on youtube videos, etc. Don't waste your money like I did. I learned nothing new from this book. It was a waste of my hour of reading it and a waste of my money.

This is an excellent guide for anyone who is just getting started or currently working as a professional event photographer. It covers a multitude of topics that apply to this field of work.

Very informative.

Very well done. A must-read for anyone considering a career or business in photography. Cara tells it like it is with tons of practical tips, recommendations on equipment, and ways to interact with clients. Written in a clear, easy to understand style.

Save yourself years of trial and error, and take the shortcut to success in the event photography

business. This book, by a seasoned professional, will take you there in a hurry. There are no shortcuts to success, but there are shortcuts to the knowledge.

I can't wait to venture into the world of professional event photography and this book will be the perfect venue for that. Having someone with 30 years of experience compile a thoughtful how to is very beneficial.

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