

PLANNING A STYLED SHOOT



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PHOTOGRAPHY

One of the first pieces of advice I received when asked about starting in wedding photography was to plan a styled shoot - this way I would be able to practice wedding shots without the pressure of an actual wedding for the first time.

In this guide, I've put together all the information I needed but couldn't find when planning my styled shoot!

This applies to any other kind of styled shoot too!



TIP #1

DO YOUR RESEARCH

Finding vendors who are just starting out is a great way to collaborate, and boost each other's businesses. Looking on Facebook/Google is a great way to find them, or asking friends who are doing it as a hobby and want to take it further!

Make a list of their email addresses, contact numbers, and have more than one option per service!

Read reviews, look at their product photos. Go for someone who you think you can trust to give you the absolute best they can!

TIP #2

SEND OUT EMAILS

Make sure your emails are formal enough that they give off a good impression, but not so formal that you sound stuffy and as if there's no thought behind it.

You chose these vendors because you think you can collaborate with them, and that their work is worth their time. Make it clear that they know that!

It always helps to compliment them, saying that you've always admired their work, or would be honoured to work with them!

TIP #3

CONTRACTS

Contracts are essential, once you have your vendors. It's vital to have the following clauses:

- Social Media & Personal Use License
- Copyright & Model Release License
- Work Product License

If it's affordable for you, you can either have a solicitor look over the contract, or buy one online from a trusted photography website (e.g. ShootProof or Unscripted).

Make sure to have individual copies for each vendor and yourself, and save one on your laptop and make a hard copy!

TIP #4

ITINERARY & VIEWING

Creating a rough itinerary will be a massive help to everyone involved - this gives your vendors a chance to prepare for when they need to arrive, and how much time they need to allow to arrive at the venue on time and set up.

It is crucial to have a viewing at the venue, as this will give you an idea of lighting, best places to shoot, where the best place is for golden hour, and to discuss your plans with either the event manager or owner!

Make sure to have the viewing at least a month in advance, to give yourself plenty of time to prepare.

This also gives you a chance to research into the best spot for golden hour, if that's something you'd like to snap.

TIP #5

CONFIRM PLANS

Make sure to confirm every detail with your vendors and models. This ensures everyone is on the same page. Send group emails, offer to put them in contact with each other if they need it!

Make sure they all know what is expected of them, and that everyone is clear on what to do.

Having things like mood boards/Pinterest boards ensures everyone is on the same page.

Make sure that you're communicating with the team on a regular basis - this will give them a chance to go over any questions they might have, as well as getting to know them better.

I hope this helps you! If you have any questions do not hesitate to ask! My Instagram handle is @estherchladphotography or you can email me at esther@estherchladphotography.com - I am more than happy to help!

