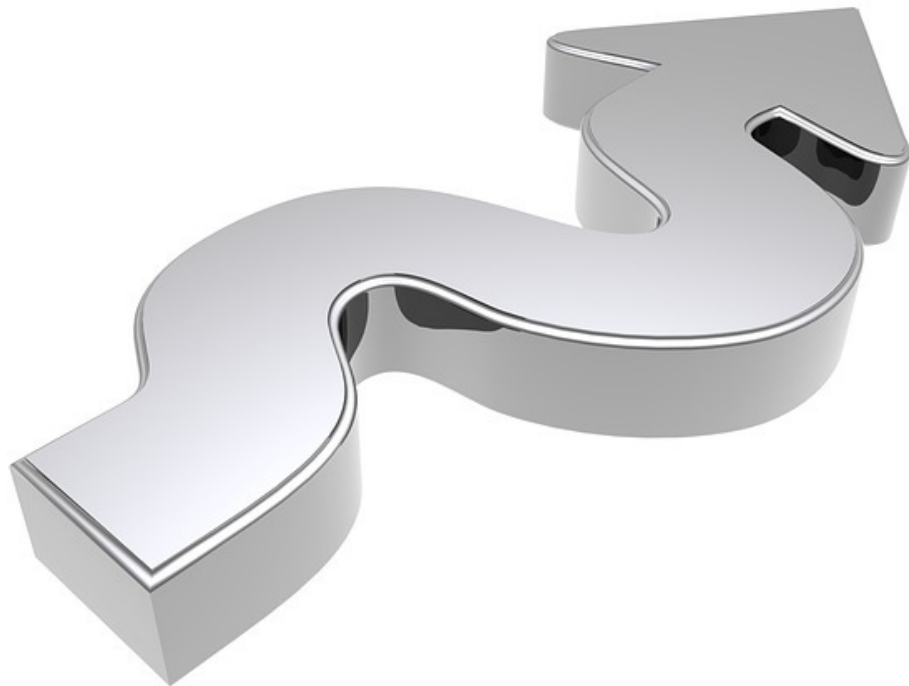


# **How to Select Photography Company - A Complete & Simple Guide**







The following tips will guide you in deciding the company whom you will be assigning your photography project.

Whether it is an corporate event shoot or an multi-site photography assignment; every photograph is important and so is every situation.



Experience Counts !

Ask the following 5 questions:

- Since how many years have they been in operation ?
- Which type of photography has their company handled so far?
- Which was the most challenging photography assignment they have handled and why?
- Do they have experience to shoot \_\_\_\_\_ (put in your specific requirement)
- What is the photography background and experience of the photographer who will be handling your company project?

Once you have answers to most of the above queries, if not all; you will be in a better position to understand the photography company / professional's work experience and area of expertise.



Which companies have they served in the past? This is the an important question that you should be asking the photography service provider.

Another alternate is to check their website for list of customers served in the past. Most photography companies are roud to display the list of their past clients.

This will give you an indication of the quality and type of clients that have availed their services in the past.

Also check out their Facebook, blog or other social media presence web links. That will provide additional insights to their work and build your confidence in them.



Are you OK to work with professionals or your prefer working with photography companies / agencies?

There are pros and cons in both cases.

While working with individual photographers gives higher degree of flexibility and generally reduced costing; working with a photography service provider ensures higher reliability and a backup option; in case the photographer assigned does not arrive at the time of the shoot or there is a last minute change in schedule.



The lead person (CEO / Managing Director) is the key person in a small organisations providing photography services.

In most of the case, that person is a photographer and knows the technical as well as aesthetic aspects of the business.

Talk to this person and check out his on-line profile to know his memberships, background and expertise.



When do you expect the final digital photographs to be delivered?

As the days of film role are long over; the digital images can be collected immediately; although it is prudent to allow the photographer to delete the "undesirables".

In every photo-shoot, there are always some photographs that no one would like to "see".

The high resolution digital images can be collected in a DVD format while the web resolution version (for online marketing and social media posting) can be collected via. email.

Another quick and reliable method of delivery is to use online delivery platforms like wetransfer.com / Google Drive / Drop Box etc.

Typically, it takes 48-72 hours for delivery in DVD depending on the level of editing done etc.





How readily available is the photographer for your assignment?

In some situations, you may require a photographer on an overnight basis for an corporate event.

Working with an photography agency / company will help you in having an assurance of availability of photographer for last minute scheduled assignments.

For multi-site and out-station photography assignments; the complete shoot schedule is discussed and finalised at least 1-2 weeks before the shoot dates.



Usage of latest equipment ensures that you get the high quality photographs.

Photography companies / agencies are always keen to use the best and latest photography equipment (that is affordable) for their esteemed clients.

In some cases, special photography equipment / accessories maybe hired from third party for that specific shoot assignment.

Clarify with the photography company / agency about the in-house equipment and if any additional equipment needs to be hired by them. There are always additional charges for transport and handling of third-party equipment.



Most digital images require some level of post processing!

There are various levels of post processing; that you as a client should be knowledgeable about.

## **Basic Level:**

This involves cropping and changing the exposure / shadows etc. The aim of basic level editing is to make the photographs more presentable.

## **Advanced Level:**

This is also known as retouching and involves high end editing in professional software like Adobe Photo Shop etc. For industrial / real estate photographs, complete digital landscaping maybe desired to achieve a 'picture perfect' image.

The time / efforts involved can be considerable and this is always a value added service from the photography agency / company and involves professional re-touching artists.



In a service oriented business like photography; the customer should be enlightened enough to take an informed decision.

Although your choice of photography services provider may depend on budgets and timeline restrictions; always go for the company / agency that offers flexibility in terms of timelines and services rendered.

