

Congratulations! You've decided to go ahead and showcase your people. This checklist covers some of the points we will discuss in our pre-shoot consultation to agree the brief. Once you feel you are ready to talk through the checklist, let me know and we can arrange a call at your convenience.

CORPORATE HEAD SHOTS

Preparation checklist

First steps

- Establish business budget
- Check employee/subjects for permissions
- Number of staff
- Number of images needed per person - do you need smiling/non-smiling, casual/formal, different backgrounds etc. Also think long term - will these be photographs easily replicated for changes to staff? (Visit my website for ideas <https://www.pennybird.co.uk/corporate-photography>)
- Decide on date(s) coordinate with company event or meeting for efficiency, then have a back up date for absent staff and new recruits
- Place - will this be in your offices or at an offsite location?

Brief the photographer

- Context** - share objective, background and what you would like to achieve from the shoot(s) and where you plan to use the images.
- Brand guidelines and visual identity** - some larger companies have photography or head shot guidelines which are great to share. (The photographer will have checked your website and social media platforms on enquiry to familiarise themselves with your brand look and feel.)
- Style of head shot** - keep in line with your brand (plain or environmental background or both). It is worth discussing this with the photographer for latest trends and advice on what would be best for your business. Share examples of the style of photograph you are looking for.
- Use of head shots** - photographers can provide you with your finished images in various formats and aspect ratios. The most common are:
 - File type: mostly jpg, sometimes png
 - File size: high resolution 300dpi (printing), low resolution 72ppi (for web)

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- Aspect ratio: standard is 2:3, but clients can request different ratios for website banners or various social media platforms
- Landscape or portrait
- Depending on the style of the head shot, the photographer will advise you on **how much time** to allow per person. It is usually 5 minutes per person for a plain background, standard shot, and 10-15 minutes for an environmental location with various poses. Very shy or neurodiverse subjects may take a little longer.
- Location** - a private location with 2 x 3 meters of space (unless environmental or lifestyle shots are preferred) is ideal. Discuss this, or the type of environmental images you are looking for, with the photographer.
- Gallery and selection** - discuss with the photographer how the images are going to be selected by the subjects and delivered.
- Editing and finishing** - talk about whether you want the images rendered in black and white/colour or both, and what level of editing you would like. Do you have a file naming convention you would like me to use?
- Agree the **delivery date** for images and discuss the **invoicing** process.

Brief and organise the subjects

(Please note - all of the actions listed below can be managed for you by pennybird and camera with an automated system - it works well for groups of 5 and more - please ask!)

- Brief employees three to four weeks in advance with date/times/process/dress code - here is a link with some pointers www.pennybird.co.uk/prepare-for-your-photo-shoot
- Arrange time slots for the subjects and book them in
- Send reminder to staff the day before the shoot
- Provide photographer with a schedule and list of staff
- Share the gallery with staff and oversee selection process
- Provide photographer with selects and distribute to staff once received

Notes:

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