



What the F-stop.

Capture better story-telling images to create engagement without getting technical!



A bit about me...

"I see my images as a vital marketing tool which attracts attention and creates positive talking points about a company. I want to help businesses improve their corporate image through the creative photography that I produce for them - all while enjoying the experience of having their photograph taken!"

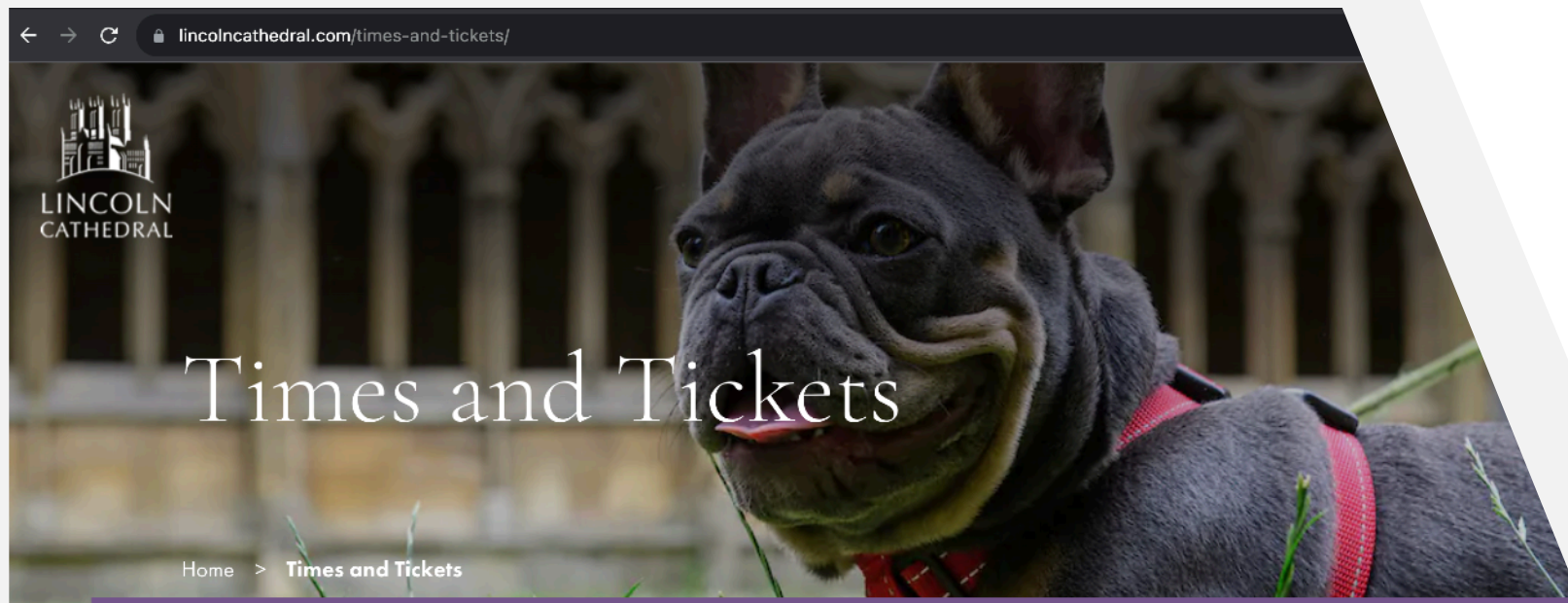
*The power of
photography*



“Marketing happens in milliseconds not months.”

Mike Michalowicz - Get Different

Imagery is the first thing people notice on any form of marketing output. It is a way of drawing attention and stopping people in their tracks so they engage with your business or organisation.



Opening hours

The Cathedral is open daily from Morning Prayer until the end of Evensong or Evening Prayer. Please check the weekly service schedule for times and details of services.

Charges apply between **10am and 4pm Monday to Saturday**, and **11.30am** (or when the morning service finishes) **and 2.30pm on Sunday**.

From Monday to Saturday, admission includes a complimentary floor tour and access



I firmly believe that celebrating your colleagues in your marketing, publicity material, and campaigns helps the success of your marketing campaigns. Don't forget, every single social media post, blog, article or news story on your website as well as every press release you or your organisation sends out is marketing. It may not be selling, but it raises awareness of your company and what you offer.

“Words make up the majority of our messaging, but not all of it. The images we use on our websites also communicate something. If people come to our website and see pictures of our building, we’re likely wasting some of their mental bandwidth on meaningless messages.”

Donald Miller - Building a StoryBrand



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Using images of your target client in your marketing material helps those people you want to engage with your products or services visualise themselves using said product or service.



At many organisations, priority is placed on words. Words can be important, but it's images that last longer in your memory.

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 **CHRIS
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PHOTOGRAPHY

“We believe images of smiling, happy people who have had a pleasurable experience by engaging your brand should be featured on your website.”

Donald Miller - Building a StoryBrand

More people don't like having their picture taken than those that do. But it's important to try and get people to relax and smile in images. It's the first impression people get of your colleagues.

With Everton's official Twitter account describing him as "beaming", it's clear that they're in on the joke - and they've improved it no end.



Aaron was given another chance to show off his new shirt...



Imagery can be used to showcase your business. It can provide insights to your operations, build trust and credibility and showcase the skills, craftsmanship and knowledge of your colleagues.




“The single most important component of a camera is the twelve inches behind it!”

Ansel Adams

Make sure you are in control of the images! Don't let others dictate who should be in pictures and stood where!, or how you should take photos.



Don't rely on AI or stock photography websites for your images!

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 **CHRIS
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PHOTOGRAPHY



*Improving your
photography*

Work with the light available.

Where is the sun coming from. Is it casting shadows. Can the people you are photographing see or are they squinting to shield their eyes from the sunshine.

Small spot lights in office ceilings often cause hot spots of light. You could have a group where one person is illuminated and the rest are in shadows.

If you are photographing outside can you use trees to help stop light directly coming into the camera causing flaring.





Use your feet to zoom in!

Whilst a professional level camera with interchangeable lens utilises the magnification effect of the glass to enlarge the image, cameras with a digital zoom effectively removed pixels from the outside in.

This means the final images will be a smaller file size - a reduction in quality!

The best way to ensure you get the maximum file size, and therefore the best quality to work with is to use your feet to zoom!

Fill the frame.

Make the most of the space in your image and fill the frame with the building you are photographing.

Whilst you may need a straight on image, this may not always be the best angle to fill the space. A shot from a three quarter angle will allow you to not only fill your frame, but give a sense of depth to the building.

You can also utilise other objects, or greenery, to help you fill the frame and avoid a tiny building surrounded by emptiness!



Tap the screen to select your point of focus

Whilst most camera phones have a good depth of focus, it is worth tapping the screen on the main point of your image. This could be the main entrance of the building - or a key feature you want to make sure is clear and visible.



Commissioning a photographer

*Five vital tips to prevent
you wasting your money
on commercial
photography*



Planning

You will find it helpful to bring the photographer into your thinking around the shoot as early as possible, as part of their role is to deliver images which help your marketing work - they have experience of delivering results over the years in a range of situations and for a variety of clients and may be able to suggest ideas that win for you.

Intention

Be clear from the outset on what you want to achieve, what your intended use of the images is and identify your target market.

Requirements

Identify any specific requirements when booking the shoot with the photographer. For example, do you need deliberate tactical space left in the image for design purposes, ie to drop text over?

Flexibility

You probably have set images in your mind (which the photographer would be happy to work with) but, in addition, you may find it helpful to give the photographer the freedom to suggest their own ideas from their personal expertise and experience. You never know, this image may work better in achieving your desired goal!

Deadlines

*When do you need the images for?
Communication is essential for a
mutually satisfactory outcome, so
be clear about your time scale
and deadline when booking the
shoot.*



*Practical task
and competition*

Challenge 1

Can you produce two images with varying points in the image in focus.

For example, your coffee cup in focus, and the second image the background in focus.



Challenge 2

Photography is about spotting detail and opportunities. A way to challenge your thinking about how you approach situations as a photographer is looking for hidden letters in everyday objects.

Can you spell your name, or your company name hidden around this room. Let your creative side run wild!



Top five tips



1

Keep your images simple. Including too many elements can complicate and easily lose the message you are trying to share.



2

Consider the angle from which you are taking the images. Could you take a picture from a lower or a higher vantage point?



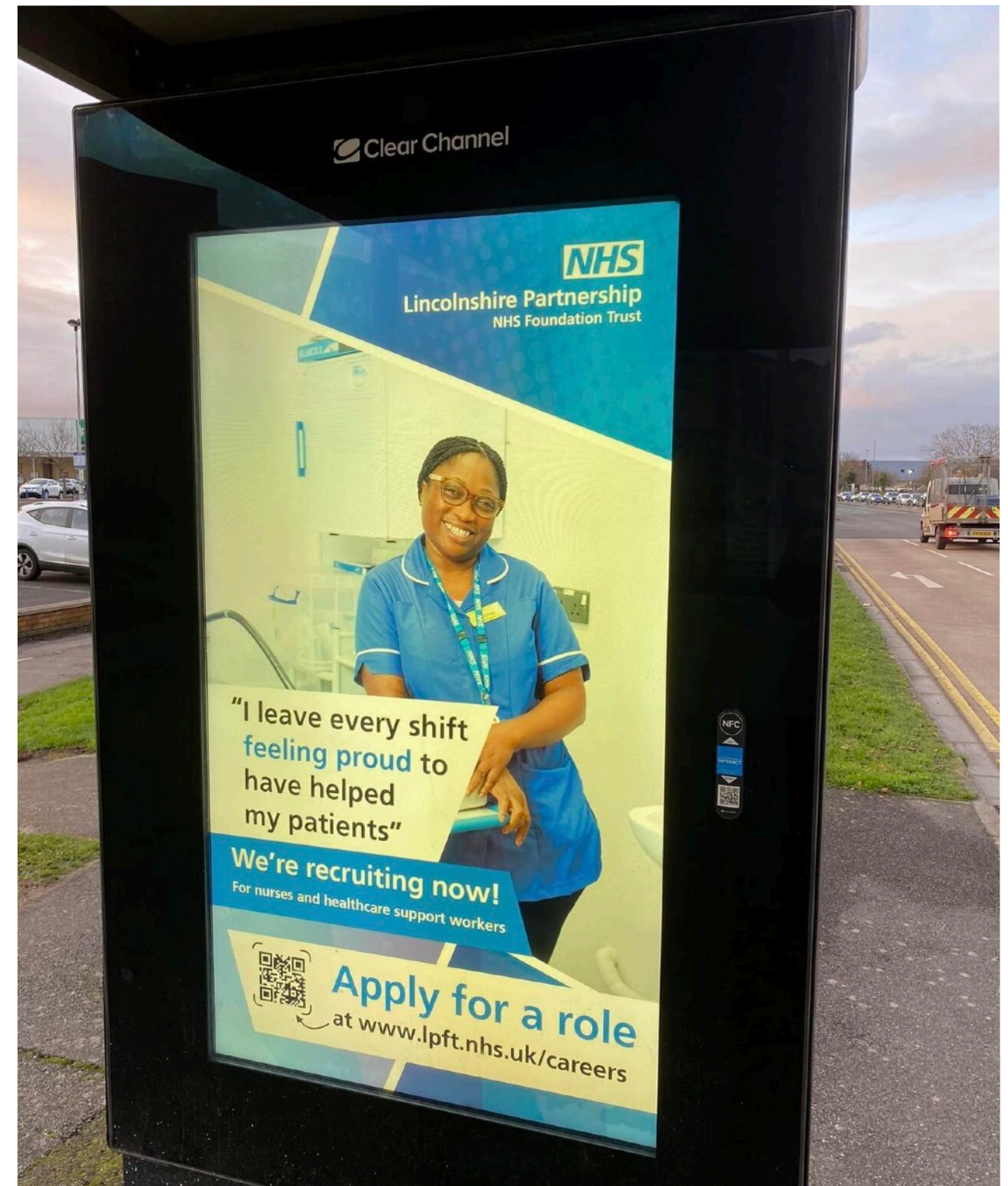
3

Moving yourself and your subject away from a building decreases the gap between the top of your subject's head and any signage/branding you may want to include.



4

Consider where your images will be used and how you take them. Websites need landscape images. For better engagement, on Instagram stories use an upright image.



5

Clean your phone lens before taking a picture! When you grab a phone out of a pocket or handbag, its easy to leave fingerprints on the camera lens.





Competition

Create a selfie of yourself at this event... most engagement wins a prize!

We've talked about using images to create engagement!

For a bit of fun, produce a selfie showing yourself at the LVET 2024 Conference and upload it to social media. The most engagement created by 5pm on Thursday, April 25, 2024 will win a prize.

Make sure you tag LVET and Chris Vaughan/Chris Vaughan Photography in your posts and use the event hashtag #WhatDifferenceDoWeMake.

Things to note about this competition:

- The competition is a bit of fun, don't put yourself in danger producing the image.
- Ensure others featuring in your image are happy to appear in the picture and for it to be used on social media.
- If there is a safety reason why you can't appear in pictures yourself, look for an alternative creative way that you can show your companies representation at the event today!
- It's my competition, so my decision is final!

Scan the QR code below to schedule a
free online consultation with Chris



Scan the QR code above to download a copy
of the slides used in today's presentation



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