



8 MUST-ASK Questions Before You Hire Your Special Event Photographer

1) HAVE YOU EVER PHOTOGRAPHED THIS TYPE OF EVENT BEFORE?

Professional Photographers have different skill sets: Architectural, People, Products, etc. Be certain your photographer has experience photographing the size and type of your Special Event. Expect her/him to listen to and discuss with you, in advance of your event, your exact needs and details about what's happening, before, during and after.

2) HOW DO YOU DETERMINE PRICING AND WHAT IS YOUR GUARANTEE?

Some photographers offer a set fee for the on-site photography, the post-event production services and an agreed upon number of selected digital scans and/or opportunities for all image buy-outs. Others break it down ala carte. Either way is acceptable if it falls within your budget. The important point is that you receive a detailed **Estimate of Services** prior to your event guaranteeing fees and services based on the information you provide.

3) WILL YOU OR SOMEONE ELSE BE THE ACTUAL PHOTOGRAPHER?

The person you first talk with may not be the person who will photograph your event. Be sure that the photographer who will actually be on-site is thoroughly briefed and understands your needs before the action begins.

4) HAVE YOU PHOTOGRAPHED HIGH-LEVEL BUSINESS DIGNITARIES, ADMINISTRATION LEADERS AND MEMBERS OF CONGRESS?

When you need to have your VIPS and guests photographed with the President, Cabinet Members, Members of Congress, Judges and/or visiting Members of Parliaments, it is **EXTREMELY** important that the photographer you hire can be issued proper security clearances, recognizes the faces of the leaders, be diplomatic and unobtrusively capture those "MUST HAVE photos"™ you require. Here's where experience counts!

5) HOW WELL DO YOU HANDLE LAST MINUTE CHANGES AND UNFORSEEN EVENTS?

Should there be last minute surprises -and every event can have them - your photographer needs to have a flexible attitude - where changes can be made in a moment's notice without a fuss!

6) WHEN DO I SEE THE IMAGES AND HOW ARE THEY PROCESSED?

On a smaller event, it should take no more than 1 to 2 working days. A very large event could take up to 4-5 days to process it all. Ask if the images will be delivered "publication-ready"- cropped, sized, enhanced and ready for distribution. (This makes your life much easier!) **A top-notch photographer will ask you, in advance, what you need and when you need it - and deliver it to you on time.** Post-event RUSH services should be able to be arranged, particularly when requested in advance of the event. Ask if images will have password protected web viewing and ask for the purchase price for digital scans, prints or image buyout fees.

7) WHAT IS YOUR COPYRIGHT POLICY AND WHAT ARE YOUR "USE RIGHTS"?

Federal Copyright law states that the person who clicks the shutter - even if she/he was commissioned to do so by a client - is the sole owner of the Copyright. Individual photographers can choose to charge a standard "Use Rights" fee for image publication, such as for use in your marketing campaigns, annual reports, books or electronic use. FOCUSED IMAGES Visual Solutions LLC *includes* the license of USE RIGHTS to its clients - without further charge - *to use the selected images as many times as needed for as long as needed for marketing and public relations needs.* Be sure you are clear on this issue to avoid unexpected charges and misunderstandings.

8) WHAT MAKES YOUR BUSINESS SO DIFFERENT FROM ALL THE OTHER PHOTOGRAPHERS?

Don't forget to ask this very important question. Above all, make sure you feel assured and confident that your photographer will put as much detailed effort, planning and production into your event as you do - resulting in those very important "MUST-HAVE Photos"™ for your marketing and public relations needs.

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