

Choosing the Right Photographer(s) and/or Videographer(s) for Your Special Event

You will find the following information helpful in choosing the...

Right Photographers and/or Videographers

... to capture and produce your Special Event.

- **Time:** *Make sure you allow time for your posed portrait and group photograph session. Even the best photographers are going to need time to create and capture your still photographs. Make sure you have allowed enough time for them to do their job, especially if you will not be seeing each other before the event.*
- **Photographers, Videographers and their Assistants:** *Will your package come with one or two photographers and/or videographers? Many photographers and/or videographers have assistants with them to help carry equipment and assist them during the shoot, but this does not mean you have a second photographer and/or videographer. Having two photographers and/or videographers will allow you to get some outstanding photographs and video that is just not going to be possible with only one. Most packages with Memories Preservation MultiMedia include two. Each is professionally trained, experienced, creative and an award winning photographer and/or videographer.*
- **Number of Photos and Video Footage Taken:** *Will the photographer put a limit on the number of photos taken? Will the videographer limit how much video footage they will capture? If so, how can they be truly creative? If they are going to limit the number of photos and/or video captured then you may want to move on to the next photographer and/or videographer on your list.*
- **Event Consultation:** *When interviewing your photographer and/or videographer ask to see actual events captured and produced reflecting their work. Make sure you are looking at the work of the photographer and/or videographer who is going to be shooting your event. Many photographers and/or videographers will interview with you but may not necessarily be the photographer and/or videographer who will capture and produce your event.*
- **Creativity:** *Make sure your photographer and/or videographer have a flair for creativity and are able to orchestrate the day's events as well as recreate those special images and video you may have seen in the past. Will your photographer and/or videographer be able to capture the essence and emotions of your event, or will the expressions come off as being posed?*
- **Technique and Style:** *Formal, Traditional, Contemporary, Photojournalistic, Promotional and Documentary. Your photographers and/or videographers should be able to capture each of these styles to be able to tell the full story of your event. Don't settle for someone who isn't able to do it all.*

- **Your Budget:** *Each person has to contend with the difficult task of trying to get a photographer and/or videographer who will fit into their budgets. Looking for a deal on your photographer and/or videographer could end up costing you more than their fee. If it sounds too good to be true, it probably is. This is one area you may need to revisit in your budget. Photography and/or videography may very well end up being one of the most expensive parts to your special event. Remember, you do get what you pay for. Keep in mind though that once your special event is over, all you will have left are your photographs and/or video production.*
- **Equipment:** *Equipment is important for the quality of photographs and/or video you will receive in your final production. What type of equipment will your photographer and/or videographer be using? 35mm film or digital format. 90% of professional photographers use 35mm film or digital cameras. Virtually all videographers use digital video cameras, standard or high-definition. "Do keep in mind though that the 'use once' cameras on your guest's tables are also 35mm film or low-resolution digital." Digital is quickly gaining popularity with photographers and videographers as this eliminates the cost of film and processing, a cost reduction to the photographer and/or videographer which can then be passed onto you. Currently the best paper used for digital prints is only guaranteed to last for 15 to 20 years. How long do you want your photographs and video to last? This is why capturing and storing your event in digital format ends up being your better choice for the long run regardless as to changes in technology.*
- **Black and White, Sepia and Artistic Effect:** *Find out if your photographer and/or videographer can produce black and white, sepia and Artistic Effect photography and/or videography as well as color. If they do, will this cost you extra or will your package include this.*
- **Reorders:** *How much are reorders going to cost you and your guest's? Ask to see the reorder prices for duplicates. You may think you are getting a great price on your package only to find out duplication may be beyond your budget.*

**We hope this information is helpful in selecting the right...
Photographer and/or Videographer
...for your Special Event.**

**Please feel free to contact us with any questions and visit us online at
www.mempres.com
www.myspace.com/mempres**

Call to schedule your **free** consultation, evening and weekend appointment times available.

Special event dates book up early so call today!