

## 2009 MARKS OUR 25<sup>TH</sup> YEAR!

Through the **simple power** of our great photos,

- ◆ your **memories are captured**,
- ◆ your **events are remembered** and
- ◆ your **business relationships are reinforced** –

giving you marketing and public relations results you can bank on.

**Guaranteed!**



### 8 “MUST ASK” Questions

The essential information you share with a photographer - date, place of event, etc. is important; **but, it goes far beyond those basics.** You need to determine whether the photographer will be a good match for your event.

We hope that this **INFO GUIDE** will help you in making that decision.

Please contact me by phone or e-mail if you have any *further* questions.

I wish you much continued success!

Thank you!

**Lynn**

Lynn Dykstra

Your Visual Strategist

[www.focusedimages.com](http://www.focusedimages.com)



### *Outstanding Photography and Videography Services for Your*

- ◆ Annual Meetings
- ◆ Conventions and Trade Shows
- ◆ Legislative Conferences
- ◆ International Diplomatic Visits
- ◆ Receptions, Dinners and Galas
- ◆ Awards Ceremonies
- ◆ Special Exhibits
- ◆ White House and Capitol Hill Events
- ◆ Congressional Testimony
- ◆ Press Conferences
- ◆ *and your . . .*
- ◆ *Strictly Business Portrait™ needs*

**Phone:**

**Washington, DC: 202 419 3456**

**Reston, VA: 703 435 3456**

*Successful Results ~ The Hallmark of*

*FOCUSED IMAGES Photography, Inc.*

11921 Freedom Drive - Suite 550

Reston, VA 20190

E-mail: [photography@focusedimages.com](mailto:photography@focusedimages.com)

[www.focusedimages.com](http://www.focusedimages.com)

## **FOCUSED IMAGES** *Photography, Inc.*

### **Choosing a Special Event Photographer?**

### **Here's 8 MUST-ASK Questions BEFORE You Sign a Contract**



*“Memories Captured. . .*

*Events Remembered . . .*

*Business Relationships Reinforced”™*

**Celebrating 25 Years of Excellence!**

**Photographing Your Great Events**

**in our Nation's Capitol Area**

**[www.focusedimages.com](http://www.focusedimages.com)**

# 8 MUST-ASK Questions Before You Choose a Special Event Photographer

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



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 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 package for the on-site photography, the post-event production services and an agreed upon number of selected digital scans and/or print enlargements. 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 ADMINISTRATION LEADERS & MEMBERS OF CONGRESS?

When you need to have your VIPS and guests photographed with the President, Cabinet Members Members of Congress

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 political leaders, and can unobtrusively capture those



“MUST HAVE photos”™ you require.

Continue . . .

## 8 MUST-ASK Questions Before You Choose a Special Event Photographer

### 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?

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. A good photographer will ask you, in advance, *what* you need and *when* you need it - and deliver it to you on time.

Ask if images will be posted on their web site for review 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 Photography, Inc.* licenses USE RIGHTS to its clients - *without further charge* - to use the selected images *as many times as needed for as long as needed* for editorial 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 OUT THERE?

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"<sup>TM</sup> for your marketing and public relations needs.