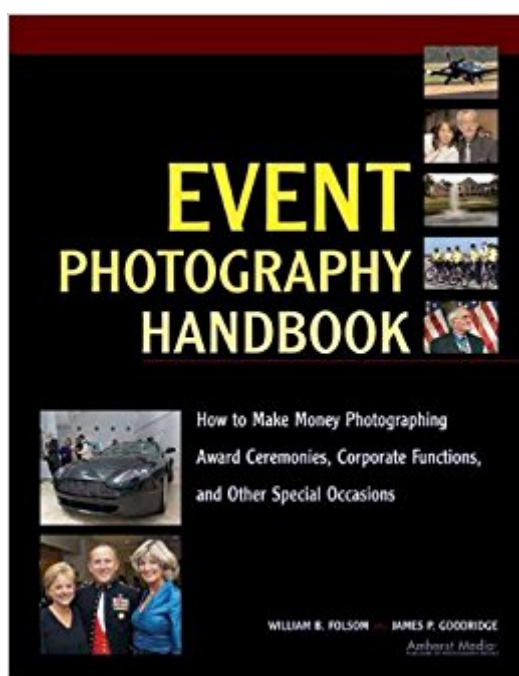


The book was found

Event Photography Handbook: How To Make Money Photographing Award Ceremonies, Corporate Functions, And Other Special Occasions



Synopsis

From parades, sporting events, and black-tie galas to political rallies, product-release parties, and anniversary celebrations, this is the definitive guide to event photography. With the recent advent of relatively inexpensive digital cameras, consumers are becoming increasingly proficient at capturing important moments on their own. In order to save their business and stay in front of the curve, professional photographers must proactively build their businesses by initiating new contacts, selecting the best equipment for each job, and enhancing their marketing and promotional skills. Detailed information on how to be successful before, during, and after the event—including proper professional etiquette, lighting and posing options, and snapping unobtrusive action shots—is included as well as advice on working with both the images and client after a job.

Book Information

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Customer Reviews

William B. Folsom is the resident photographer for Meadowlark Botanical Gardens and a photography instructor. He is the author of "Art and Science of Butterfly Photography." He lives in McClean, Virginia. James P. Goodridge is a professional photographer. He lives in Vienna, Virginia. They work and market services together as the JPG Photo Events Team.

For all the negative reviews here, "Google" who they are before you buy this book, that should be

convincing enough. Anyway, as working community journalist for over 20 years, this book tells it like it is, unvarnished and very detailed. From how you should behave at a client's party to what type of flash works best in a particular situation. This book covers every detail on the business, how to conduct yourself and how to deal with clients, whether they be easy or difficult. It also advises how you should start out if you're new to business, and how to protect and grow your reputation, a vital component in a business that's rapidly being consumed by technology and weekend amateurs armed with that latest tech. Look no further.

Unlike the first reviewer, I found this book not really helpful at all. As with many Amherst Media books on professional photography, this one is filled with large 1-2 photos on each page (most of the publisher's books seem to be only about 125 pages) accompanied by very general information. At best, this book is for complete novices. The book is co-authored by two photographers who work together, but in all their photo shoots, it didn't dawn on them to include at least one photo in their book illustrating for example how to set up for lighting a room. They talk about, but not illustrate with a few photographs. The first half of the book consist general suggestions about shooting various types of events: e.g. festivals, parades, political events, golf tournaments. But believe me, what they suggest is pretty much common sense. For example, they write: "When working at a gala, photograph the guests in such a way that they look great. Most men will be dressed in tuxedos. The women will have spent a lot of time and money getting their hair and nails fixed and will appear in a new dress with lots of jewelry...." Do we really need to be told this? Or is this book really intended for the weekend photography hobbyist? They would have been better off talking more specifics about photo composition, posing ideas, and the like. Their equipment list on pages 27-28 is also vague. Most photographers reading a book like this will want to know specific equipment suggestions. Their list is general: e.g. two main digital cameras, power packs, tripods, FX or DX cameras, moderate wide-angle lenses, etc. Why not specific product suggestions? For example, what brand of batteries and battery charges have they found most helpful? What's a good tripod and tripod head for event shooting? What lighting brackets do they use? What types of lenses do they use? (experienced photographers would know that fast lenses are essential in event photography, but amateur photographers might not know this.) They get around to talking about how they use the Quantum Q-Flash (finally a product suggestion!), but there's much to be desired in even that chapter. And sadly it's about as specific as they get throughout the entire book. I was also hoping this book would go into more specifics about marketing strategies for non-wedding event shoots, and lots more detail about using lighting equipment, which I think are the two most

challenging aspects of event shooting. Also, there's no suggestions about post-production workflows or selling your images. They point out a few things, but you won't find suggestions for how to use specific photo management and processing software to get jobs done. You won't find information or suggestions about websites to help you sell your photos. The authors talk a little about doing on-sight printing, but again it's very general. No suggestions about printers or workflow in this area. Both these authors no doubt have lots experience in their line of work, but I think because they follow the typical Amherst Media book format, their book is very lacking. This is the fourth Amherst book I've purchased, and it will probably be my last. I would strongly suggest that anyone considering purchasing this book to try to preview it in-hand before buying. And by all means do not pay the full \$34.95 for the book. If you're new to event photography, you'll find some general ideas, but be prepared to spend a lot more time in internet forums researching questions are simply answered in this book.

After realizing I enjoyed photographing social gatherings, I found no guidance manuals available to help build on what I was already doing. That's the point at which I realized event photography as a separate discipline. For other photographic circumstances, I had already acquired an extensive Amherst Media collection and other references. Though my Amherst books include a number on the wedding event, I had none on events in general. Then I found "Event Photography Handbook". If you are already a well established professional, you will probably want more of the detail. If you just picked up a camera, you will have to grow into it. So it's not for everyone. For photographers in between, it gives a foundation to spring into photographing events. The authors share their extensive experience describing extensive event types. They use a few lists but not too many. Their text is sprinkled with their experience and tips. Embedded in their text you find principals of event photography. No, they aren't labeled "this is a principal" but they are there just the same to be discovered. Some issues are mentioned generally but not explored in detail, as that should be. Everything can't be covered in a single thin volume. This is just like other Amherst references I have (over two dozen now). But I am glad the authors thought to mention the general issues so that I can be aware and explore them if I choose. These general topics might be the focus of a future volume on event photography by these authors or others. This would be just as I have found in my other photography references where the authors start generally in the first volume and elaborate in the next. I have found this to be the case with the Amherst portraiture and wedding manuals I have. Now, have the authors covered everything facet of event photography? Well, there is one I would like to hear about. From my brief experience in event photography, I wonder what they do for

their own security and the security of their expensive equipment. As the solo photographer on my few and small events, security was a concern. One can't always carry all that equipment on their person. What to do? I would like to hear about that. Despite this small omission, I recommend "Event Photography Handbook" for other `tweener photographers. If you might enjoy photographing social occasions, social events, the "Event Photography Handbook" will give you a good start. It can guide you on what to do, on what not to do and importantly on what events not to attempt, yet.

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