7th Annual Workshop: Every Event Tells a Story
Friday, November 20, 2015
REVELRY /rev-uh l-ree/ n.
1. noisy or unrestrained merrymaking
2. act of reveling; merrymaking, boisterous festivity, amusement, early 15c.

PHOTO /foh-toh/ n.
1. of, relating to, or produced by light: photosynthesis
2. short for photograph: a picture taken with a camera

HOUSE /hous/ n.
1. a family, including ancestors and descendants: the great houses of France; the House of Hapsburg.
2. a building for any purpose: a house of worship.
3. a theater, concert hall, or auditorium: "a vaudeville house."
4. the audience of a theater or the like.
A NOTE ABOUT LIGHT

• Light from the sun makes all life possible
• Light makes photography possible
• Noticing great light is our preoccupation
Our photographic touchstones are creating a sense of time and place – the essence of the event - through use of dramatic lighting to capture the full spectrum of human emotion. We love to capture joy, fun, and fellowship between people.
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Elements of Storytelling

1. Location: Where does your story take place?
2. People: Who are the characters in your story?
3. Animation: What are the characters doing? What happens in the story?
4. Essence of the event: What did it feel like to be there?
5. Audience: Why is this story being told? Who needs to hear it?
Interesting locations

Get a “scene setter” photo!
Interesting locations

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Interesting locations

Get a “scene setter” photo!
Characters

Who is this story about?
Characters

Who is this story about?
Characters

Who is this story about?
Animation

What happens in the story? What are the people in your story doing?
Animation

What happens in the story? What are the people in your story doing?
Animation

Get “Mondo Expressions”
Animation

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Animation

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Animation

Show engagement
Animation

Show engagement
Animation

Show engagement
The essence of the event

Lighting, character, and location come together to describe what it felt like to be there.
The essence of the event

Lighting, character, and location come together to describe what it felt like to be there.
Event Photography Brass Tacks

- Wide shots of the location
- Tight (close-up) detail shots of décor and other design elements
- Action shots: Candid shots of people interacting, speakers, receiving awards, etc.
- Event scope: Descriptive photos that evoke the “feeling” of being there. Essence of the event.
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Tips for Smartphone photos

- "Hail Mary" technique
- Avoid "can lights"
- Find a high vantage point
- Go where the action is
- Don’t fuss with filters
- Get short video clips
- Check out Flipagram
- Try a time-lapse video
Tips for Smartphone photos

✓ “Hail Mary” technique
Tips for Smartphone photos

✓ Find a high vantage point
Tips for Smartphone photos

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i2S event for the Institute for Leadership and Entrepreneurship
Tips for Smartphone photos

✓ Go where the action is
BEST PRACTICES FOR GREAT EVENT PHOTOS

What’s the goal?

- Promoting an annual event
- Employee appreciation
- Make news
- Internal use
1. Prior to your event..

- Scout the venue for photo opportunities
- Ask who will be there
- Make a list of “must have” photos/people
- Create a #hashtag
- Gather social media info for involved parties so you are ready to tag at event
- Collect emails if people register for the event online.
  - Publish the link to photos in advance.
- X marks the spot for award photos: decide where everyone will stand
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2. During the event

- Collect emails manually or digitally
- Get names of people you photograph if you are sending to a news source
- Live updates to social media
- Thank and tag sponsors/vendors/VIPs
- Look for “characters”
- Go where the action is
- Find people already taking pictures
3. After the event

- Send “Thank You” email with link to the photos
- Tag vendors, attendees, and sponsors on social media
- Framed or signed prints to award recipients
- Make a photo book with photos from the event
Framed or signed prints for the award recipients
WORKING WITH A PHOTOGRAPHER

- Communicate details as much as possible
- Visit the venue together to scout the location
- Coordinate run of show details and where award recipients will stand on stage
- Make a shot list, not a laundry list
- Let the photographer experience the event
- Decide on a method for publishing the photos
Meeting with you about your wedding or event is an exciting first step to working together. We would love to host you at our studio and share ideas about photography.

ENQUIRIES:

revelryphotohouse.com
hello@revelryphotohouse.com
404-969-2242

HAND WRITTEN NOTES, PARCELS, & TYPED LETTERS:

P.O. Box 63
Decatur, Ga 30031

STUDIO/CHEW THE FAT:

The Goat Farm Arts Center
1200 Foster Street NE
Atlanta, Ga 30318

ELSEWHERE

facebook : revelryphotohouse
twitter : @RevelryATL
instagram : revelryphotohouse
MEMBERSHIP BENEFITS
Here's why you should join ISES Atlanta!

GET YOUR NAME OUT THERE:
Your company will be listed online in the ISES Member Directory. Members also have opportunities for exposure on our chapter website, Instagram, and monthly newsletters.

BUSINESS OPPORTUNITIES:
Mingle with your peers and industry partners at evening events, breakfast club meetings, and happy hours...gain new ideas and industry insights...get your products and services in front of the local event industry!

THE SMARTS:
Our education programs help you maintain that competitive edge by finding out about industry enhancements, new products and services, and changing trends.

PREFERENTIAL TREATMENT:
ISES Members recommend other ISES Members! As part of this "ISES-first" campaign, you'll be in a position to have other members recommend you above the competition because of your shared affiliation.

GET IN THE GAME:
With a multitude of different committees, you have a variety of opportunities to get involved. Your ISES Atlanta membership is what you make of it!

PUMP UP YOUR SOCIAL IQ:
Connect on the world's largest, special events industry related, members only social networking site: ISES Community!

UPCOMING MEETINGS
- NOVEMBER 10: Industry Panel
- DECEMBER 1: Holiday Party with NACE
- JANUARY 19: New Year, New Visions
- FEBRUARY 17: Breakfast Club
- MARCH 8: Evening Event
- MARCH 23: Breakfast Club
- APRIL 12 & 28: Breakfast Clubs
- MAY 10: Evening Event
- JUNE 14: New Board Induction & ISES Atlanta Birthday Party

Congratulations!!

This certificate entitles you to attend one International Special Events Society Greater Atlanta Chapter meeting at no charge!

Certificate is valid for the December 2015 or January 2016 meeting only. Recipient must email Sydney Archer (sarcher@rentfurniture.com) no later than a week prior to the meeting to be entered.
Please Join us for an event industry Holiday Party

Tuesday, December 1st, 2015

Country Club of the South
4100 Old Alabama Rd
Alpharetta, GA 30022

International Special Events Society
Greater Atlanta Chapter

Discount code: ECNlovesISES