



the VENUE BUSINESS BOOT CAMP

Expert-led strategies to elevate your venue business

FROM THE CEO OF HERE COMES THE GUIDE

VBBC ESSENTIALS MODULE 4

How to Connect with Photographers

Because professional images of your venue are a must

In the image-driven wedding industry, professional photography is crucial to your marketing success. **Wedding photographers are your best source for these images**—they hold the rights and typically get permission from couples to share photos with venues for marketing use.

But here's the key: Simply asking for photos isn't enough. The most successful venues build genuine, reciprocal relationships with photographers that benefit everyone involved. When photographers see you as a partner rather than just another venue asking for freebies, they're much more likely to prioritize sharing their best work with you.

So what's the best approach? We've asked Here Comes The Guide staffer and former wedding photographer [Jenny Rogers](#) to share her insider tips for creating these valuable partnerships. *Take it away, Jenny!*

CREATING RELATIONSHIPS WITH PHOTOGRAPHERS

In my decade of wedding photography, only one venue ever contacted me after an event. Photographers are usually happy to share images—but don't rely on planners or couples to facilitate this. Take initiative to build direct relationships with photographers.

THINGS TO KEEP IN MIND WHEN TALKING TO PHOTOGRAPHERS

Get their contact info and connect on social media. Send a simple thank-you message saying you can't wait to see the images. Ask for sneak peeks, and when they share them, tag them in your posts!

Wedding days are hectic, but try to meet photographers when they arrive. Give them a quick venue tour and highlight your best features—this is your chance to show off! I'll never forget a venue owner who met me on arrival for a quick tour. 9 times out of 10, planners are too busy to orient photographers, who are left wandering. Since photographers document the entire day, you want them knowledgeable about your space.

Consider hosting small meet-and-greets with your favorite photographers. Take in their fresh perspective: What are your venue's strengths and weaknesses? Where's the best natural lighting? Photographers see spaces differently and want great shots—partnering with them helps you both.

ALWAYS CREDIT YOUR IMAGES

Promoting photographers' work encourages reciprocal relationships and shows respect for their art. Always credit images with tags, mentions, and captions.

THE BOTTOM LINE

Proactive relationship-building with photographers creates partnerships that benefit everyone. You get stunning images, they get promotion and referrals, and couples get beautifully documented weddings at your venue.