



# THE VENUE BUSINESS BOOT CAMP

Smart, usable advice for running your wedding venue.

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venuebusinessbootcamp.com



## How to Connect with Photographers

*Because fantastic photos of your venue are essential.*

In an image-driven industry like weddings and events, professional photography is a crucial part of your marketing.

**And it goes without saying that wedding photographers are your best source.** Generally, venues request images directly from photographers since they hold the rights to them—and they typically get permission from the couple themselves to use the wedding photos on their websites, blogs, portfolios, social media, etc.

*But what's the best approach when asking photographers to share their images with you, the venue?*



We've asked Here Comes The Guide staffer and former wedding photographer, [Jenny Rogers](#), to share her best tips for building a reciprocal relationship with photographers. *Take it away, Jenny!*



## *Creating relationships with photographers*

**For the decade that I shot weddings, I was only contacted by a venue once after shooting a wedding.** Photographers will most likely be more than happy to share their images with you. I would not rely on the planner or the couple. Planners are usually onto their next event and couples are most likely not going to take the time to ensure everyone has documentation of their day. Take the steps to create your own individual relationship with the photographer.

## *Things to keep in mind when talking to photographers*

**Ask for their contact information.** Give them a social media follow and connect with them there. Send them a simple message saying *thank you* and that you can't wait to see the images. Ask them for a sneak peek. If they send you one, tag them in your posts!

**Wedding days are crazy and people are usually going a million miles a minute, but try to meet with the photographer when they arrive.** If you can, give them a quick walk around the venue. Don't be afraid to show them what your place has to offer. This is your chance to show off your venue in action! I will never forget a wedding I shot where the owner of the venue met me upon arrival. They took me on a quick little tour of the venue and highlighted some things that they were excited about. This is also a good time to make sure that the photographer is familiar with where things are. 9 times out of 10 planners are so busy making sure that everything else is running smoothly that the photographer is left to wander around. Keep in mind that the photographer is the person that is going to be there the entire time and they are the one that is going to document the day. You want them to be knowledgeable of the space.

**If you build a relationship with the photographer(s), consider setting up a time to pick their brain.** You may want to ask a small group of your favorite photographers who've shot at your venue to come for a small meet-and-greet.

**Take that time to take in their fresh perspective:** What are their perceived strengths and weaknesses of your venue? How is your property set up? Where are the best natural lighting angles for shots? Photographers look at things differently. They want a good shot, so partnering with them to figure this out will only help both of you.

## *Always credit your images*

**Helping promote a photographer's work encourages a reciprocal relationship and shows them you respect their art.** *Always* credit your images with tags and in the caption.

