



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

The Ultimate Venue Photography Checklist

Show Couples the Full Picture of What's Possible

This checklist walks you through the must-have shots every venue gallery needs: from ceremony setups and sweeping reception views to real-wedding moments that show the space in action. Use it to make sure your photos capture your venue's personality, highlight its best features, and show couples everything your space has to offer.

When curating images for your Here Comes The Guide gallery (or any online storefront), remember: **couples are taking a virtual tour through photos.**

They should be able to scroll through your gallery and clearly imagine their ceremony, reception, and wedding-day experience—all while feeling confident about what's actually included and possible at your venue.

Ready to curate the ultimate wedding photo gallery for your venue? Keep reading!

CHOOSING THE RIGHT SHOTS

HERE'S HOW TO CAPTURE EVERY SPACE & SUPERPOWER AT ITS BEST.

1. The Arrival

- Exterior images of the venue
- Wide image of the landscape/setting (mountains, gardens, vineyard, city skyline)

2. Ceremony Spaces

- Wide shot of the ceremony space empty (so they can imagine their setup)
- Ceremony space in action (a real couple at the altar)

3. Venue Superpowers

- Grand staircase, chandelier, vineyard row, rooftop view, or architectural details
- Lighting shots: day, golden hour, and evening ambiance
- Seasonal beauty shots (spring blooms, fall foliage, winter coziness)

4. Cocktail Hour / Social Spaces

- Wide shot of patio, lawn, rooftop, or lounge area where guests mingle

5. Reception Spaces

- Wide image(s) of the reception space empty (showing architecture and scale)
- Reception room set up with tables & chairs
- Dance floor in action (this works best with the couple's first dance; this allows the space to be seen in a way that does not feel cluttered or busy)

6. The Couple's Perspective

- Getting-ready suites (prep rooms - these images should be wide)
- Romantic couple portraits in the prettiest corners of the venue
- Wide exit image (sparklers, grand doorway)

8. The Practical Details

- Tables & chairs included with venue
- Layout versatility (different seating arrangements)

Pro Tip: Highlight your venue's spaces and scale over zoomed-in detail shots.

Image Checklist

Wedding or Styled Shoot

	TO DO	Y / N
	WIDE IMAGE OF CEREMONY (EMPTY & SET UP)	 
	WIDE IMAGE OF COCKTAIL/RECEPTION (EMPTY & SET UP)	 
	EXTERIOR IMAGE OF VENUE (WITH NATURAL LIGHT)	 
	SPACE FROM MULTIPLE ANGLES TO SEE FLOW & CAPACITY	 
	BIG PICTURE IMAGES: BALCONIES, GARDENS, COURTYARDS	 
	GETTING-READY SUITES	 
	SEASONAL TOUCHES (SUNSET, FALL LEAVES, SPRING GARDEN)	 
	STAGED FIRST DANCE - COUPLE FRAMED BY VENUE	 
	ROMANTIC COUPLE SPACES (REAL-LIFE INSPIRED SCENE)	 
	COCKTAIL HOUR SPACE (REAL-LIFE INSPIRED SCENE)	 
	RECEPTION SPACE (REAL-LIFE INSPIRED SCENE)	 
	IMAGES HIGHLIGHTING LIGHT, FLOW, & SCALE	 
	FAVORITE FIRST LOOK / WEDDING PARTY LOCATIONS	 
	WIDE COUPLE EXIT SPACE	 
		 
		 
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