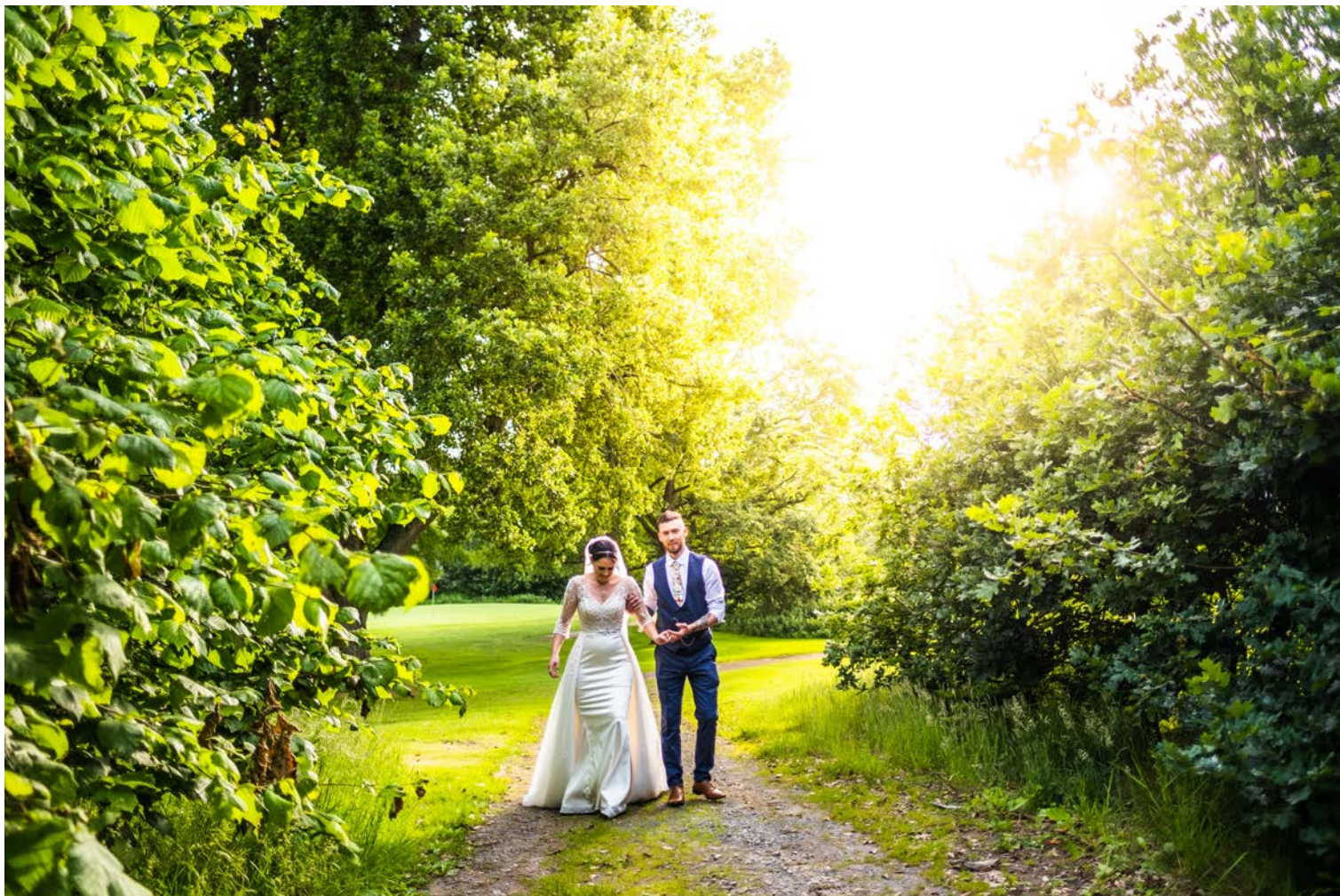




WEDDING PHOTOGRAPHY TRAINING DAY - OBJECTIVES

- GDPR. What you NEED to know to stay legal and avoid massive fines.
- Using Mirrorless cameras for professional wedding photography
- Albums and print products to increase your profit margin
- Make sure your website is fully legal and complies with Trading Standards & Consumer Rights legislation
- Understanding your Cost of Doing Business (CODB) and reducing your overheads.
- Business stuff that you need to do to stay professional AND legal
- Describe the 10 most important aspects that any wedding photography contract should contain
- Getting a sensible and logical running order in your head for weddings and sticking to it.
- What is a “Hero Wedding Photograph / Signature Image” and how do you find your particular style?
- Describe and explain the steps you need to take to use On and Off Camera flash in a variety of different situations using a variety of light modifiers.
- Describe the differences between how RAW & JPG files work and how they can be ‘pushed’ for post-processing.
- List the various plugins that you can use to aid and speed your editing process.
- Writing Adobe Photoshop Actions and Adobe Lightroom Pre-sets to speed your workflow.
- Learning how to pose clients so THEY feel comfortable. (It’s not about YOU; it’s about THEM!)
- Putting together your Wedding Photography Collections and getting that “WOW” factor
- Album design for real clients and why allowing them to choose their own photographs gives you space to up-sell.
- The Sales meeting and how to conduct In Person Sales (IPS)



Day One – Let's Look at Your Business

Day One is all about a deep dive into your business. What are your costs of doing business (and how I can suggest ways to decrease them), how to take advantage of free apps to help run your business, how to look effectively at your pricing and think differently about how much money is enough. CODB, Tax, Insurance is all covered.

We take a long hard look at GDPR, something that is often overlooked or paid lip service to by other wedding photographers.

We discuss what should be included on your website AND invoices to make you look more professional legitimate AND stay legal.

Andrew Miller
Wedding Photographer.



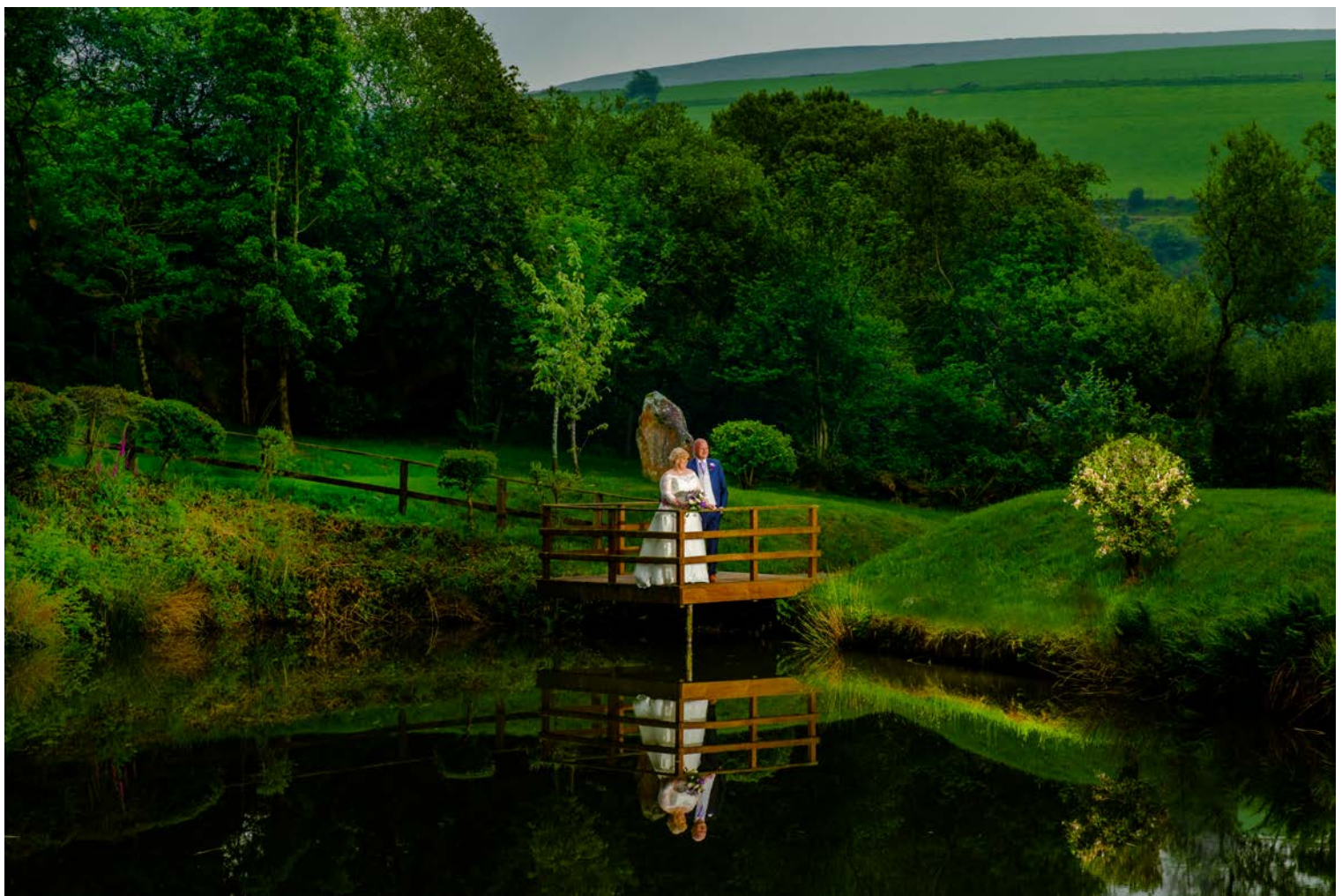
Day 2 #1 – Taking & editing Signature Photographs

The first half of day two is all about taking photographs that are different from the ordinary. How can you stand out in a crowded market and differentiate your business. We look at simple workflow techniques that can get your wedding photographs edited quicker, giving you time back for other things.

I'll introduce you to the use of Off Camera Flash using a range of Godox flashes, from speedlights to 600 watt battery powered mono lights. Triggers for all camera systems are included.

We'll then go through the editing process using Adobe LR and PS to make your images outstanding.

Andrew Miller
Wedding Photographer.



Day 2 #2 – Getting Found On Google

Google has 95%+ of the worlds search in its pockets. Web, video, images – Google has the lot.

The second half of Day Two looks at simple and easy to implement techniques that will get you found on Google.

Techniques that YOU can do without knowing any technical knowledge.

We also discuss plugins and add-ons for improving your SEO and website profile.

Andrew Miller
Wedding Photographer.



Workshop Dates & Info

Cost - £275 per photographer. £75 for partner, boyfriend, girlfriend etc

Max Numbers – 8

Min Numbers – 4

Make sure you use the special offer quote
– “**DLPDF2020**” when booking

South Wales Dates

25&26th January 2020

26 & 27th September 2020

St. Pierre Marriott

Birmingham Dates

15th & 16th February 2020

28th & 29th November 2020

Arden Hotel & Leisure Club

Andrew Miller
Wedding Photographer.