



THE
WEDDING SCHOOL
WEDDING SKILLS

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- ▶ The actual logistics of preparing for a wedding
- ▶ The actual logistics of shooting the wedding
- ▶ Managing client expectations
- ▶ Dealing with timelines, coordinators, and other vendors
- ▶ Managing stress on a stressful day
- ▶ Client care and experience
- ▶ Understanding everything that happens before you pick up a camera



THE WORKSHEET

- ▶ What it is and what it isn't
- ▶ How far in advance to send it
- ▶ Subjects to cover
- ▶ When do you need it back?
- ▶ What issues will it bring up?
- ▶ Discussing and dealing with those issues
- ▶ Managing expectations



THE TIMELINE

- ▶ You have to have input
- ▶ Manage expectations from the first inquiry
- ▶ Discuss timing when you first speak or meet
- ▶ Touch base during the planning process
- ▶ Can you get them to let you craft the first draft?
- ▶ Dealing with coordinators
- ▶ Don't get stuck in a bad situation!



THE FIRST LOOK

- ▶ Discuss this well before the wedding day
- ▶ I talk about it in my first meeting or phone call
- ▶ Do you want to push them into it?
- ▶ Letting your personal feelings cloud your judgment
- ▶ Managing expectations
- ▶ How will doing (or not doing!) a first look affect the schedule?



FIRST LOOK : PROS + CONS

▶ PROS:

- ▶ More time for portraits
- ▶ You can go to more locations for their portraits
- ▶ They get to go to all of cocktail hour
- ▶ Will be more relaxed at the ceremony

▶ CONS:

- ▶ If prep runs late, you lose that time and client's don't understand why
- ▶ You cannot go to multiple locations if you're running late
- ▶ They have to get dressed much earlier
- ▶ Won't get to see each other in the aisle



RELIGION

- ▶ How will any religions traditions affect the timing of the day?
- ▶ Example : Ketubah signing at a Jewish ceremony
- ▶ Example : Hour-long ceremony at an Indian wedding
- ▶ Are there any limitations?
- ▶ Example : Orthodox Jewish wedding
- ▶ What do you need to know? Ask!



SECOND SHOOTER

- ▶ Do you need one?
- ▶ Moments when you need another viewpoint :
groom prep, bride down the aisle, cocktail hour,
multiple angles of the ceremony and reception
- ▶ What are their responsibilities?
- ▶ How can you handle it solo?
- ▶ Can an assistant do double duty?



AN ASSISTANT

- ▶ Do you need an assistant?
- ▶ Helping arrange family formals
- ▶ Holding a light
- ▶ Managing the gear
- ▶ Managing everything else : batteries, parking the car, running interference with other vendors
- ▶ I find an assistant to be essential

