



THE  
**WEDDING SCHOOL**  
THE WEDDING WORKFLOW



# WHY A WORKFLOW?

- ▶ Just shoot and deliver, right?
- ▶ Every step from start to finish
- ▶ Communication, logistics, post-wedding, everything
- ▶ Creating a good client experience when you have multiple clients
- ▶ Remind yourself that upcoming clients exist!
- ▶ All you have to do is what's right in front of you each day





# WHAT ABOUT INQUIRIES?

---

- ▶ Email or call to reply ASAP
- ▶ If I call, I also follow up via email
- ▶ Follow up 5-7 days later
- ▶ That's really it
- ▶ I don't spend time "chasing" inquiries
- ▶ Some are just going to be price shoppers
- ▶ You cannot win them all!



# WORKFLOW STAGES

---

- ▶ Post-booking
- ▶ Pre-wedding
- ▶ Immediately after the wedding
- ▶ Upon delivering the files
- ▶ Upon delivering the album
- ▶ Anniversaries





# AFTER THE BOOKING

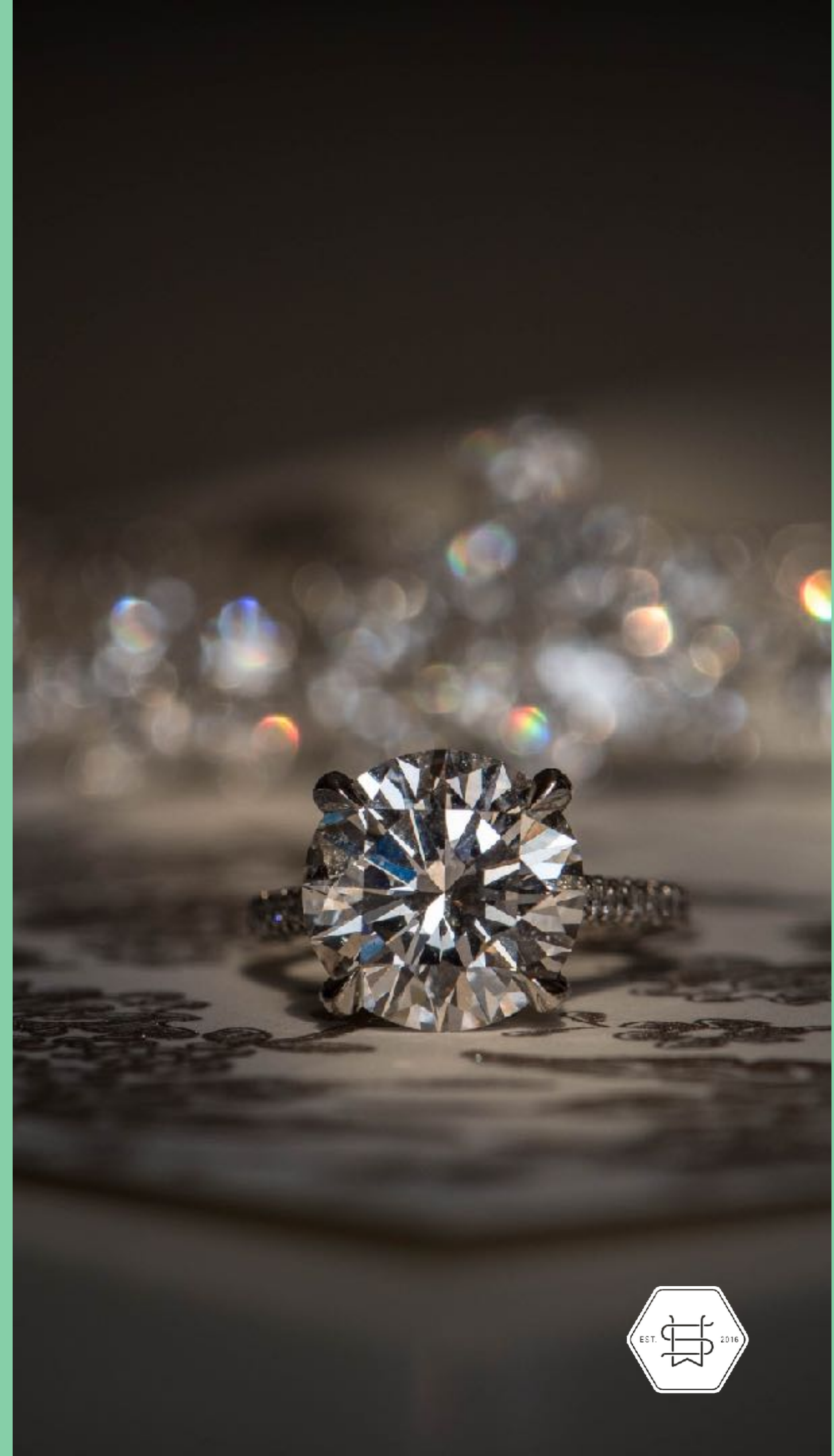




# WITHIN ONE DAY

---

- ▶ Send getting-to-know-you questionnaire
- ▶ Review shoot details
- ▶ Send welcome card
- ▶ Check and double check my calendar
- ▶ Write their date on a paper calendar
- ▶ What about a gift?



# GETTING TO KNOW YOU

---

- ▶ Instagram names
- ▶ Phone numbers and emergency contacts
- ▶ Do they plan to move before the wedding?
- ▶ Ask who they've hired for other vendors
- ▶ If they haven't hired a vendor, will they, and can I help?
- ▶ How did you meet and get engaged
- ▶ What do you do and what do you wish you did?





# 24 WEEKS PRE- WEDDING





# HOW'S THE PLANNING?

---

- ▶ Send a template email asking about their plans
- ▶ Ask if there is anything I can do to help
- ▶ Ask if they are still looking for any vendors
- ▶ Why is this important?
- ▶ What problems does this help avoid?





# 15 WEEKS PRE- WEDDING





# ENGAGEMENT SESSION

---

- ▶ Is there one in their package?
- ▶ If so, have they scheduled it?
- ▶ When will you shoot?
- ▶ Where will you shoot?
- ▶ How long will you shoot?
- ▶ How long is the turnaround time?
- ▶ Do they get files before the wedding?





# 8 WEEKS TO 10 DAYS PRE-WEDDING





# THE TIMELINE

---

- ▶ Send the wedding day questionnaire at eight weeks
- ▶ Do they need to meet or schedule a talk?
- ▶ Check to make sure the questionnaire is in at four weeks
- ▶ Is there a coordinator?
- ▶ Check in one more time to see if the timeline has changed at 10 days and 4 days
- ▶ This seems excessive. Is it?





# STAFFING THE EVENT

---

- ▶ At eight weeks, confirm my assistant
- ▶ At eight weeks, confirm a second shooter (if needed)
- ▶ Send final timelines to assistant and second shooter at ten and four days pre-wedding
- ▶ What if your second or assistant can't come?





# THE WEDDING DAY





# THE WEDDING DAY

---

- ▶ Go shoot it
- ▶ The end!
- ▶ I don't have workflow stages for charging batteries, prepping CF cards, why?
- ▶ What about maps, parking, logistics?
- ▶ Who manages what?





# ONE DAY POST- WEDDING





# THE FIRST STEPS

---

- ▶ Download cards
- ▶ Backup images (Brooklyn)
- ▶ Backup images (New Jersey)
- ▶ This has to be the same every single time
- ▶ No one downloads but me
- ▶ The cards do not get shot over until I confirm the RAW files
- ▶ What about doubles or triples?





# THE FIRST WEEK AFTER THE WEDDING







# POST-PRODUCTION STARTS

---

- ▶ Three days after : Overtime invoice sent
- ▶ Three days after : Cull images and send to post-production team, back up chosen RAW files
- ▶ One week after : Sneak peeks via blog, Facebook, Instagram, Pinterest, to clients if included in packages
- ▶ One week after : Thank you cards are sent to clients and vendors





# SIX WEEKS POST- WEDDING





# FINAL STEPS + ALBUMS

- ▶ Five weeks post wedding : get images online from editor via Dropbox, upload to Pixieset and deliver to clients.
- ▶ Five weeks post-wedding : Back up final JPEGs to Brooklyn and New Jersey, also back up to Zenfolio
- ▶ Five weeks post-wedding : Complete and send an album draft
- ▶ Six weeks post-wedding : Send images to vendors, submit to blogs (if necessary)





# FINISHING THE PROCESS





# THE ALBUM, ETC.

---

- ▶ Nine weeks post-wedding : Reach out to schedule album design meeting
- ▶ Keep following up until album is done - this responsibility falls on my studio manager
- ▶ 50 weeks post-wedding : Reminder to send anniversary card
- ▶ The end!

