

JUNE 2020

THE WEDDING EDIT

IN THIS ISSUE

Everything you need to know about creating a styled wedding shoot.



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STYLED SHOTS

Everything you need to know about
planning and organising a styled
wedding shoot



STYLED SHOOT: HOW TO PLAN AND EXECUTE A STYLED WEDDING SHOOT.

Styled shoots are an important part of running a wedding business.

They are unique to you and your business because you can let your creativity flow and add in your personal style you wish to be reflected in your website and social media.

With a styled shoot you can showcase your skills and the services that you offer.

It is also the perfect opportunity to network and collaborate with other suppliers.

WHAT IS YOUR STYLED SHOOT FOR?

Before you start planning your styled shoot consider what is it going to be used for.

Is it just for images for your website and social media or do you wish it to be featured on a popular blog, magazine, etc?

A STYLED SHOOT FOR YOUR BUSINESS

By the time you are at the stage of creating a styled shoot for your business you should be very clear about your ideal clients, who you are talking to on your website and social media.

Also be crystal clear about what images you need for your website and social media, style, colours, etc that match your branding and business message.

A STYLED SHOOT FOR SUBMISSION

If you wish to submit your styled shoot for consideration to a popular blog or magazine do check all the requirements first.

Also check the sort of styles of weddings they feature and make sure your shoot matches their ethics and style.

Check the criteria, for example how many images they require, what content such as copy they also need to accompany the images



MAKE AN ACTION PLAN!

You are ready to start planning your styled shoot and you must make an action plan. Open a folder and make sure you save all the shoot's details in here from images to suppliers details.

Do check out all the vendors you would love to collaborate with and do make sure you are already in touch with them, don't just ask them out of the blue to be involved in your shoot.

CREATE AN INSPIRATION BOARD

Now you are clear about the style you wish to create for your styled shoot start creating an inspiration board.

Be brave, don't do something or copy something you have seen, try to be unique, give it a bit of a wow factor, remember you want your clients or viewers to stop and say wow, don't go in half heartedly!!

PLAN ALL THE ELEMENTS OF YOUR SHOOT

Styled shoots cost time and money, do plan it well and make sure you have different areas, maybe two different themes and bring as much as you can to the shoot. For example you may wish to create a beautiful ceremony area, two tablescapes, a cake table and a chill out area.

You may wish to focus heavily on the wedding dress, shoes, jewellery, hair and make up and the groom's attire.

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When creating your inspiration boards, if you are doing different areas, do make sure you have a board for each section of your shoot.

So for example the bride getting ready shots, the table settings and style, a board of all the florals you would love to incorporate and the style of florals.

A board dedicated to food and drinks styling, glassware, cutlery, napkins, etc.

Be creative, the more elements and collaborators you can include in your shoot the more exposure the shoot will generate.

Do also bear in mind these boards need to be easy to understand as these are what you will be packaging together to showcase to the suppliers you wish to work with.

Take time and care over them and make sure they are presented nicely.

PUT TOGETHER A MOODBOARD

Go to Pinterest and find inspiration (colours, style of clothing, idea of the mood, lighting, location, etc) for your styled shoot. Drop all the images you found in Canva or in a Word document. You can keep them on your laptop or phone. TIP: Don't get deviated from your original concept and branding colours, etc, by all means add in ideas but don't get overwhelmed.

FIND YOUR DREAM TEAM

It is important to find people that have a similar style, aesthetic and target audience as you. So that everybody can benefit from these beautiful wedding pictures. Make sure your team includes photographers and models. Try to find vendors who are willing to supply a cake, wedding dress, etc. in exchange for the publicity they will get out of this.



LOCATION, LOCATION, LOCATION

Do think hard about your shoot location.

It maybe a venue you would love to be associated with for future weddings or just a fabulous beach or barn setting.

Don't forget you are selling dreams and the location is so important to your shoot and the success of it.

FIND YOUR VENUE

Keep your concept and inspiration board in mind while searching for the perfect location for your styled shoot.

Some venues may charge to hold a shoot and others won't so do check first.

BUDGETING FOR YOUR SHOOT

All shoots will cost money, you may have to pay for the material costs such as florals. You may expect to pay for dresses to be couriered to you and postal costs for stationery, etc. Work out your shoot budget beforehand and do try to make sure you stick to it.



FINDING COLLABORATORS

When everything is planned and you have your inspiration boards done, the next thing is to contact collaborators for your shoot.

Search out the suppliers you wish to work with, or already do work with, and look for new suppliers on Instagram.

Make sure you approach them in a professional way telling them about the shoot and if they wish to see more information.

It always helps if you tell them who is already involved, i.e, which photographer is taking the images, which dress designer you are using, where the shoot is being held and what you are planning to use the images for.

This could be just social media sharing, maybe presenting the images to a popular blog or magazine, do take time to work out your presentation explaining as much as possible before you contact potential collaborators.

Also make sure you include your inspiration boards so they can see the style of your proposed shoot.

YOUR COLLABORATORS CHECKLIST

Wedding dress and shoes

Hair and makeup artists

Jewellery and hair accessories, veil, etc

Grooms suit and shoes

Cufflinks, watch, tie, bowtie and men's accessories
Props for the getting ready shots, rings

buttonholes, bouquets

Ceremony decor and styling

Tablescapes you will need to make sure you have
Tables and chairs
Linens, glassware, crockery, cutlery
Stationery for the tables, menus, placecards
Florals and candles

Wedding cake and think about how it will be displayed, backdrops, tables, cake stands, etc
Other ideas such as signs, cocktails will all add content to your shoot

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Once all your suppliers are on board and you have established everything everyone is contributing to the shoot you need to create a timings for the day.

You need to let each supplier know what time they are expected to arrive, from the models, hair and make up, florals, furniture and the photographer.

Always work backwards, as we do at weddings, if you wish to include the golden light sunset shots google the time of the sunset and work from this time.

So for example if the sunset is at 8pm you work backwards with your styled shoot timings and don't keep everyone hanging around.

Some shoots are more complicated than others so do work carefully on the timings and what you expect of each supplier who is contributing.

Do make sure the dress, hair and make up, furniture and florals turn up first and have everything in progress ready for when the photographer arrives.

You may wish to create a few different areas so plan out which ones are going to be photographed first particularly if you wish to start moving florals and accessories around to get different shots.

Do make sure you get as much as possible out of your shoot as all the images will be rotated throughout the year on your social media and some submissions to blogs and magazine do require a minimum amount of photos.

Make sure all the suppliers have a copy of the shoot details and timings so they all know where they need to be and at what time.



TRY TO TELL A STORY

All weddings are love stories and it is important particularly if you wish to submit your shoot to publications that you are telling a story.

Create a big of magic behind the scenes as if it were a real wedding.

This could be bringing in some personalised details to make it look real and make up a story about the couple which will really help you get more creative.

If you are using a real life couple then ask them about their relationship, what is special to them and this will give you ideas to incorporate into the shoot too.

This will also resonate more with your ideal clients who are watching your work.

MAKE SURE EVERYTHING FITS!

This might sound obvious but do make sure the outfits fit the models before you start the shoot day. Try to get a pre shoot meeting arranged just to check shoes, dress, suits, etc.



SETTING OUT YOUR RULES

When you have completed your shoot it is important to have rules set out about the use of the images.

You should be the first to receive the images from the photographer. It is up to you how you distribute the images to all the suppliers, you may just wish to send them their own portfolio and not the entire image collection.

For example you can send the florist images of their work but they don't necessarily need the same images as the hair and make up team.

There does need to be an etiquette when posting images and you should be doing this first, not all the suppliers, they can all follow after you have showcased your shoot.

Do make sure they all understand this in the form of an email or hold back the images from them until you have posted them then share with the suppliers involved.

Don't make suppliers wait too long, they have worked hard and are as excited as you are to share the shoot.

USEFUL TIPS FOR YOUR SHOOT

If you are using shoes for the shoot and have to return them afterwards to make sure the models only put them on for photographs and are not walking around in them. You can also tape the bottom of them but use tape that is easily removed.

If you are returning items after the shoot do make sure the labels, etc are all put back on the clothes.

After your shoot create an Instagram chat group with all the suppliers involved. Each time you post let the group know so they can all go over to like and comment.

Do try to tag as many suppliers at first but after a while you can just tag the suppliers in that post, for example the cake, or the dress and the shoes with hair and makeup. Always tag the photographer.

Do make sure you are looking after the suppliers during the shoot, take drinks and food if allowed. It will be appreciated.

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FINAL NOTES

Do remember this shoot is important as you have time to create this exactly as you imagine it.

You are not worrying about a wedding or rushing around looking after guests so use this time with as much thought and creativity as you can.

If creativity is not your thing they consider hiring a stylist for the day or ask the floral designer to help you with ideas and moving objects around.

Try to get as many different angles and shots of the same things but moved around to create different aspects of your work.

Do ask the suppliers exactly what they would like photographed, it could be they have a certain detail or style in mind for their own branding and social media they wish to showcase. You must bear in mind they are giving you the products and often their time for free in return for images of their work.

The more vendors you are working with on your shoot the wider your social media share is going to be.

Try to include tiny things too such as even a great cake topper from one supplier and ribbons for the bouquet and napkins from another supplier.

The more details and suppliers you can involve in your shoot the more suppliers will be tagging you afterwards on social media.

Do also make sure you blog your shoot afterwards and not just post it on social media.

Your blog is something you own, social media isn't, it is important to have your work present on your website and blogs and not just on social media.



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