

VISIONAIR



The Guide Event Photography & Video

Visionair Media

About Visionair Event Photography



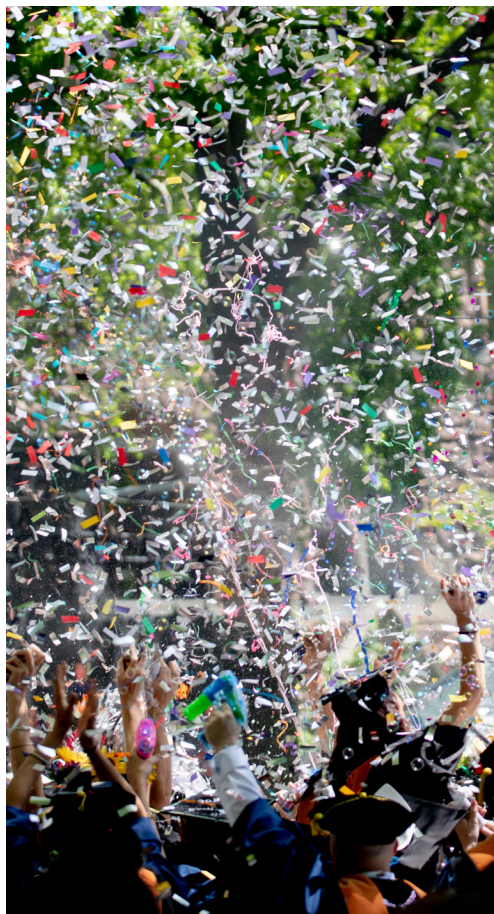
Visionair has derived from over thirty years of experience of photographing events while meeting client expectations at every step along the way. Our team can cover a range of events including small corporate events, personal events, networking events, workshops all the way through to more prominent business gatherings including conventions, galas and trade shows.



Visionair has the professional expertise to know where to be at any given moment, without interrupting proceedings. Couple this with the utilisation of the latest professional gear and you will be in an excellent position to receive high-quality results which meet your expectations anywhere in Australia.

Why Choose Visionair?

Event photography is about capturing the moment for a variety of purposes. Ranging from celebrations, launches, memorial or historical, whatever the occasion might be, the Visionair events team will interpret your brief to deliver personalised action shots which reflect the time.



Interacting with event attendees is something we strive to do as it helps us understand the individual, group or team we are photographing. The types of photos we capture from a result of this depict a candid documentary style that avoids awkwardness.

When Visionair photograph your event, you can be assured we capture everything. From table displays, the brand stands, inspirational speeches, engaged attendees, to boardroom members and CEO's, our team will be in front of house and backstage to cover the action.

Our event photographers only use professional cameras and lenses that perform outstandingly well in low light, making the requirements for flash photography void if required. It is also worth mentioning we can supply photographs on time after the event in any format you need, whether for online use or internal business uses.

To enhance your event experience, Visionair can employ our photo booth experience, which put simply is a crowd pleaser that results in a fun, relaxed way to capture your friends, family or team. We encourage you to contact us today to learn more about this exciting offering.



Planning Event Photography

Running events can be a complicated exercise, and from our experience, we understand the complexities behind the scenes that make a special moment happen. It is not an easy task.

When thinking about hiring a photographer to cover your event, there are some important questions worth considering, below is a short guide to help you get started.

What type of event do you plan on holding?

One thing you will quickly notice when planning your event is there are many different types. Cocktail, sit down, exhibition and gala are some to name a few, but what is important to understand is each event type offers a uniquely different experience. We find the budget, venue and the number of people you are expecting will always determine what kind of event you will hold. Ensure you check with the site to see what event spaces they have.

When and where is the event? Capturing your attendees on arrival

Event planners sometimes overlook location. Some critical things to consider include, early access to 'bump in' and set up the event, car spaces for important guests and accessible public transportation. Consider a plan 'B' in case there is a last-minute cancellation. It is important to catch your attendees on arrival. Arrival shots serve as excellent memories, capture your guests upon arrival - walking down the red carpet. Plan head and make sure there is enough time for your guests to arrive without the distraction of contractors appearing in your shots.

Do you have an event run sheet?

There is nothing worse than a poorly executed event. Attendees will notice if things do not go to plan, to establish a solid one, allow enough time between proceedings just in case something goes off script. Share any updates with your team making sure everyone is on the same page. Remember, holding an event is a team effort, and when held correctly, everyone wins.

Have you considered a media wall?

By constructing a large media wall at your event attendees will have a backdrop of branding behind them whenever photos are captured. This makes a lot of sense when distributing images out into the marketplace or internally.



Capturing the Money Shot: What are the essential moments or items you need photos for?

Recording the correct moments is an essential point to convey to the event photography team. Is there a particular part of a speech, a product announcement or do you want specific attendees photographed? Whatever the case might be, establish a shot list and supply this before the event, just in case the photography team have any questions that require clarification.

Post Event Stage: How do you want the photos to look?

Another critical point is the style of the event. Presenting photos that mimic and reflect the event theme is something to include in your brief to your chosen event photographer.

Did you want a photobooth to create some extra entertainment?

To bring a different element to your event, why not consider a photo booth that will allow attendees to express themselves? By including one of these booths, the photos captured can have a long last effect on your attendants as they reminisce the great times.

What do you plan to do with the photos afterwards and do they need editing?

Do you have any specification in relation to the end product? Specify how you will be using the photos and what sizes will need to be – will they be going online or print. As an example, will they be used on social media or in a report? Once you have established this, determine if the photos require editing. For instance, did you need your logo embedded in the pictures?

As you can see event photography has a lot to think about so hopefully, this guide has provided some insight into how to best prepare for one. If you have any questions about event photography, the Visionair team are more than happy to assist. Just give us a call or send an email outlining the sort of event you are planning, we would love to help.



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