Event Photography

Whether you be looking to publicize a celebrity-filled fete or ju t shooting your event for your company own promotional purpo e , getting the right picture of your event is key. Here is prof-i onal give their take on how to get the hot that will be t how off your event.

T. BRITAIN STONE photography direc-tor at U Weekly, and hi crew fll the page of the entertainment magazine with photo of the hote t celebrity and event. Repetitive phone call from public relation people don't help get an event photo in the magazine. If a major event ha covered the event , we've got the photo, we do not need to be alerted to them. A far a content, color win , glamour win , kin win. Extraneous people don't win unie they are kid or dog. We al o like one tune. Put Santa in there, Some funny people dre ed up, have the celebrity it on e thing. Make it fun, but don t detract from the celebrity. We want caption , photo credit , and contact info embedded in the [picture] file we can find it and follow up on it when we download it into our searchable database. It if doe n t have that, it will never run.

PATRICK McMULLAN, the well-known New York nightlife photographer, and hi team of photographer host more than 50 event a week for hi weekly New York magazine column and lot of other publication. The fir t thing [event planner ] need to do i lock in the photographer. Another one of the mo t crucial a pe t to communicate to the photographer what t the key hot that the client want to relae for publicity. At the event, ha an a o ciate aigned to the photographer to help him do hi job. It i alway good to take picture of couple and group together, but inle are too. A certain amount of po ing i appropriate at fir t, o they are aware of who you and don t feel caught off guard. Then later you can do more candid . A far a background , old background are good. The more it lock like a party, the beter. But it more important who they are than where they are.

ANNE MCDILLIVRAY, director of , special event at the Boca t Cancer Research Foundation (BCCR), plan event a year, including it pring gola benefit. Celebrity are very helpful in promoting the charity. They keep the foundation name fire h in people mind. People ee the photo and think, That look like fun, maybe I ll go next year to up- port a good cau e. We call the celebrity publici t in advance to get per mi ion and et up photo. We put a reminder of the time and area we have a led them to be in on the envelope they receive when they arrive. We alway have people who are knowledgeable with the photographer to tell them who who or pull people together for group hot. We al o bring our theme in, like boxer in pink hot and pink boxing glo to with celebrity to emphaize the logo. We re fighting to knock out breast cancer. We always include our mi tion tatement and money ra ed when we submit photo. Equally important i having photo for the foundation internal u e. We u e them in our new letter and end them to the people in the photo a thank-you .

ProblemSolved

Public Space, Private Party

THE CHALLENGE : To launch the new Sam ung tore on the third floor of the Time Warner Center at a midday luncheon for 100 jornal t , followed by a 300-per cocktail party the a me evening. Mark Veeder from EventQue had to create an attractive event pace in the public mall area in front of the tore that would eem inviting to gue t, but di courage other from entering the party.

THE SOLUTION : Ti was a chal-lenge because u re not allowed to rig anywhere, ay Veeder. What we needed to do wra create one ort of old barrier that felt permanent. I think that better than u pi ne and ba e a drape or something film y like that.

Veeder and hi team olated the party space with old wall tabulated with auto-pole (rod with uction cup that tick to the floor and ceiling). Color-changing LED lights bu pended along the e wall gave the all-white room an ever-hitting look. A tunnel made of ten ion fabric eved a the ole entrance and exit to the event a security guard po ted out side the tunnel di couraged uninvited gue t from entering. It created a private and unique entrance for the gue t coming into thi , o they knew they were entering a special area. Veeder ay .