



# STYLED Shoot

introduction

## WELCOME

Hey! Thank you for your interest in one of my styled shoots - the best way to create amazing content featured for your brand, website & social media. Styled shoots are TFP (Trade For Print) where select suppliers agree to provide their product or service, free of charge in exchange for photography and/or videography for their promotional use. These shoots generally have a high quantity of suppliers, often with the intention of publication in either online blogs or magazines so that every supplier involved benefits. Usually, only selected previews of the final media will be released for sharing prior to publishing. **There are, however, some recommendations I ask you all to follow to ensure consistent media quality, maximum exposure and to help increase our chances of publication.**

## GUIDE

### On the Day

Please arrive on time as shoots can sometimes don't always stick to their proposed schedule

If posting any items to me for the shoot, please post them to me as early as possible

You are welcome to post phone photos & videos of behind the scenes (aka BTS) **but only to your Instagram stories**

Ensure you wear appropriate footwear for the location

Bring snacks if necessary and remember to stay hydrated

Most importantly - have fun!

### Media Guidelines

Once the photographer and/or videographer have finalised their download links for the content, I ask you to follow these rules when posting:

Only post the sneak peeks/previews as allowed

**Never** crop a photo or video - in Instagram, please use the ratio feature to prevent square cropping

Do not edit or add filters to the original content

It is preferred to post only the professional content rather than phone photos, unless posted to Instagram stories

Always tag **every team member** and mention them in your caption so that all suppliers are credited, even if they don't feature in that particular shot

Use the location tag as the venue

## HOW STYLED SHOTS WORK

Industry blogs & magazines need content for their posts and printed magazines for wedding inspiration - and that's where styled shoots come in! They're also a chance for suppliers to showcase their latest & greatest.

1. The photographer, stylist, planner or venue decides on select suppliers to provide their service TFP for a stylish, themed shoot

2. The venue & date will be arranged and suppliers that aren't attending will arrange delivery of their products prior to the shoot date

3. The shoot takes place and attendees can Instagram story their day whilst assisting others to get the best result from the collaboration

4. After the shoot, the photographer and/or videographer will provide select sneak peeks/previews for sharing on social media

5. The rest of the photos and videos will be individually submitted to the appropriate blogs and/or magazines for publishing

6. Once featured- rejoice! You can now go crazy posting the content and be thrilled that you've had your work featured. Congratulations team!

## SEE YOU SOON!

I'm really looking forward to working with you on my next shoot, with the ultimate goal to become featured for maximum exposure of your brand. **If you have any questions, feel free to drop me an email via my website or a DM on Instagram.**

With love,

Pierra

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