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HOW TO: COVER EVENTS

An extensive guide on how to cover events for AllMarkOne



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EXPECTATIONS: PRE-EVENT

"People don't plan to fail – they fail to plan"

- John J. Beckley

Preparedness has a huge effect on both your happiness and our photos.

Here is a checklist to ensure you are properly prepared before covering an event:

- Check the planning document and **sign up for events** you are interested in covering well in advance.
- Check out the course map_and note potential vantage points—the closer the better. Bringing something suitable to sit on such as a camping seat, a towel or a waterproof mat for when it is raining will increase your comfort then taking photos from either a pontoon or bank.
- Arrange **transportation** (train/car route) and plan to get to the early enough to allow time to set up or unexpected delays getting to the venue.
- Ensure that you have enough **food and liquid** to last you the event (or know how/when to buy food).
- Look at **weather** forecast and dress appropriately (i.e. umbrella, coat, sun cream etc...)
- Make sure your camera is set-up: batteries fully charged, SD/CF cards formatted and bags packed. Having a waterproof cover for your camera and a waterproof bag is advisable as rowing days can be rainy especially during the head season.
- Set up the event folders in **Zenfolio**.

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EXPECTATIONS: DURING EVENT

- Find appropriate place to sit
- Shoot correct file type
- Ensure to switch folders in accordance to Zenfolio folders
- Stay hydrated and well fed
- Contact team if you need help!

Everyone's first time is a little hectic...

Here is a checklist for the day of the event:

- Once you get to the event, find your vantage point and settle in.
- Set-up camera to shoot in RAW+JPEG (if possible) or large jpeg depending on speed of the SD/CF card (see "How To: Rowing Photos Guide" for more information).
- Remember to switch folders in your camera between head race divisions or for each race in regattas. Switch folders according to the folders set in the Zenfolio gallery (i.e. if Zenfolio is sorted by division, change folders in the camera by division). Switching folders examples:

Canon: <u>https://support.usa.canon.com/kb/index?page=content&id=ART140451</u> Nikon: <u>https://www.dummies.com/photography/cameras/nikon-camera/creating-</u> <u>custom-image-folders-with-a-nikon-d3100-or-d5100/</u>

Sony:<u>http://docs.esupport.sony.com/dvimag/ILCE6000_guide/en/contents/TP0000</u> 226684.html

- Make sure to eat and drink during the events whenever possible, especially during breaks you need to take care of yourself!
- **Contact** other team members for any assistance or advice as needed.



EXPECTATIONS: POST-EVENT

- Start uploading as soon as possible
- Choose photos for social media
- Check print orders

When finishing covering events please use this checklist as guidance on what to do.

- **Start uploading** JPEGs as soon as possible post-event.
- Tell the team when your upload started and an estimation of when it will finish communicate!
- Pick a couple of pictures for **social media** use and send through to the team.
- Store RAW files on a hard drive for future use.
- If your photos are chosen to be printed by our customers please be ready to send an **edited jpeg** to the team so we can get the file printed.





STAFF PORTAL GUIDE

The staff portal contains important information and documents which will help guide you during your time as an AllMarkOne photographer.

The staff portal contains:

- Welcome and contact form Essential emergency contact information
- Event coverage document
 The sign up sheet to events, instructions in how to navigate the
 document is found within the Excel file
- How to: Rowing Photos Guide A guide on how to take photos at events.
- How to: Cover Events Guide A guide on how to cover events.

This guide will show you how to access the portal.

Useful links: Main Website: <u>www.allmark.one</u> Staff Portal shortcut: <u>https://allmark.one/pages/staff-portal</u>



Part 1: Go to www.allmark.one



Click on the three white lines to open a side menu.

Part 2: Select the option "Staff Login"





Part 3: Select staff portal



Part 4: Select photographer





Part 4: Input Password

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	Please enter the passcode to continue: input password CONTINUE		
Search Contact Us Join Us Staff Login	 f Facebook ✓ Twitter Ø Instagram ☑ YouTube 	© 2019, ALLMARKONE PayPai COD PayPai VISA	

Part 5: You're logged in!

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		Photographers n		
	Sep 04, 2019 	EVENT COVERAGE 2019-2020 Season Event Coverage Continue reading →		
	Sep 03, 2019 	WELCOME AND CONTACT FORM Welcome to AllMarkOne! Please fill out our contact form here. Continue reading →		
				0



ZENFOLIO GUIDE

An introduction to Zenfolio

Zenfolio is the photo store website that we use to sell and distribute our photos. Knowing how to navigate through the website is essential.

This guide will consist of three main ways you will be using Zenfolio as a photographer which are:

- 1. Setting folders and creating an event gallery.
- 2. Uploading photos.
- 3. Creating covers for albums.
- Important information AllMarkOne photo store: <u>https://www.allmarkstore.co.uk/</u>
- Zenfolio website: <u>https://zenfolio.com/</u>
- Zenfolio support: <u>https://www.zenfolio.com/uk/z/help/support-</u> <u>center#/customer/en/portal/articles</u> (very useful and has loads of recourses).

If you need assistance when using Zenfolio please contact <u>Richard@allmarkone.com</u>.



Part 1: Setting folders and creating an event gallery

Step 1: Login

zenfolio	Plans Features Solling	GO TO EDITOR >
Home > Login		
	Login Enter your user name and password to log in.	
	User Name or Email	
	Password	
	Forgot your password?	
		0

Step 2: Create a "group" folder



After login, you will redirected to the "All Photographs" window. Under the tab "new" select the option "group" to create a new folder.



Part 1: Setting folders and creating an event gallery

Step 3: Renaming Folder



A new folder will pop up when selecting the option group. Hover the cursor over the name and click to edit the folder name. A completed rename folder can be seen on the right. Proceed to double click on the folder with the orange outline to enter.



Step 4: Creating a gallery



When opening the event folder, click on the new tab and select the gallery option to create a gallery. Galleries will dictate how you will sort photos out for an event. For instance, head races will have multiple divisions and so the galleries created could be named: Division 1, Division 2, Division 3 etc...



Part 1: Setting folders and creating an event gallery

Step 5: A completed event gallery example



Here is a completed event gallery example, **please make sure there is a "W" mark**, as seen with the red arrow, on the gallery which **ensures** it has been **watermarked**. If the gallery is **not watermarked** then when uploading images into the gallery it will **not automatically** add a watermark which will allow people to simply screenshot your photo and effectively get a "free" photo of themselves.



Unwatermarked Gallery

ZENFOLIO GUIDE

Part 1: Setting folders and creating an event gallery

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Move

The new Photo Page is here. Try it now. 🔞

🖾 VX

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Senior British Rowing Champio

Bedford Small Boats Head 🕒 🛅 🖰 UTRC Autumn Head

+ Reading Small Boats Pairs Head Wallingford Long Distance Sculls + In Isis Sculls Brit. Champs - 🖿 GB vs France Trials Henley Royal Regatta 201

Reading Town Regatta

Marlow Regatta Henley Women's Regatta 2018

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Henley Royal Regatta Qualifiers 2018

National School's Regatta 2018 Bedford Regatt

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Gallery Access

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(same as group)

PREVIEW -

Thumbnail Size

Title -

allmarkone -

(j)

Assign Watermark ⑦ It may take from several minutes to several hours to apply the selected watermark. New images will be displayed as soon as they Æ aro croatod Opacity Preview Name Location Summer Eights Center 45% Met Regatta Center 45% Generic AMO Center 55% HRR 2019 54% Center Manage watermarks » CANCEL REALLY IMPORTANT STEPI

In order to put a watermark on a gallery, if it does not have one in the first place it will not have a "W", simply double click on the gallery. A watermark option will appear on the bottom right hand side of your screen. Simply double click on the box and a popup will appear asking you to assign a watermark. Scroll down and select the "Generic AMO" watermark and click save. A "W" should then appear on the gallery icon.

 (\times)



Part 2: Uploading Photos

Step 2: Add photos to upload zenfolio ☑ 🖉 allmarkone 🕶 zenfolio M (19 allmarkone -The new Photo Page is here, Try it now, @ The new Photo Page is here. Try it now. DASHBOARD 2 SELLING COMMUNICATIONS ~ SETTINGS DASHBOARD 2 SELLING N COMMUNICATIONS SETTINGS ~ WEBSITE WEBSITE ~ DETAILS ORGANIZER **Division** 1 Upload to Division 1 PREVIEW -Gallerv New - Delete Move Rack to Division * Supported Formats Bedford Small Boats Head Upload M Invite റ്റു Visitors File Name -(i) (+) Add Photos, Videos or Raw files Division 1 Im AUTRC Autumn Head Photos: Thumbnail Size -Reading Small Boats Select: All | None JPEG, TIFF, PNG, GIF 🕂 🖿 Pairs Head Gallery Details ~ Wallingford Long Distance Sculls Division 1 Videos: Isis Sculls MPEG, M4V, AVI, MOV, WMV, 3GP, MKV, Brit, Champs MP4, MTS, FLV, DV GB vs France Trials Gallery Access Henley Royal Regatta 2018 For larger files G Visible to Everyone 🕂 📗 Reading Town Regatta This Gallery is Empty. (recommended for video), Never Expires 🕂 📗 Henley Royal Regatta Qualifier Drag & Drop 2018 Downloading: Not Allowed Add Photos & Video to the Gallery Largest Allowed: X-Large 🕨 🛅 Marlow Regatta You can upload an unlimited number of photos as JPEGs or TIFFs. Raw files: You can also archive your raw or source files for an additional charge Henley Women's Regatta 2018 Any raw, source, or non-image files, National School's Regatta 2018 Pricing: Enabled such as CR2, NEF, DNG, PSD, PDF, etc. 🕨 🛅 Bedford Regatta Price List: Standard Head/Regatta Race At cost prints Testing Cover Photo 🔚 Division 1 Hide from visitors Division 2 Files prepared: none Division 3

Step 1: Choose a gallery you want to upload photos to

Enter the gallery you would like to upload photos to. Then click on the icon "upload" or alternatively slick "add photos and video".

Either drag and drop files to upload into the box or press the "add photos, videos or RAW files" to select a series of photos to upload from a specified location.



Part 2: Uploading photos

Step 3: Uploading photos

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Step 4: Uploading screen

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This is the preview menu of what your screen would look like once the files have loaded into the uploader, typically your photos should be a lot smaller than the files shown on the screen (about 2MB files). To upload the files in the gallery **PRESS START UPLOAD** using either buttons, only then will the photos will start uploading.

The uploading screen gives you an estimated time of upload completion which will vary depending on internet speed. It will also show you the status of each file being uploaded and how many files have been uploaded.



Part 2: Uploading photos

Step 3: Uploading photos

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Step 4: Uploading screen

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The uploading screen gives you an estimated time of upload completion which will vary depending on internet speed. It will also show you the status of each file being uploaded and how many files have been uploaded.



Part 2: Uploading photos



Step 5: Upload finished screen

When the upload has finished you will be presented with the following screen \odot



Part 3: Creating gallery covers

Step 1: Create a "covers" gallery in the events album



Create a new gallery and name it "covers". Then click the "hide from visitors" and remove the watermark from the album. By removing the watermark from the album it means when you set photos as covers for other albums a watermark will **not appear** on the cover of the albums you are setting.



Part 3: Creating gallery covers

Step 2: Upload cover files



Hover over a photo and click on the white arrow, a small menu will then appear. Proceed to select the option "select as cover thumbnail".

Step 3: Select photo as a thumbnail



Part 3: Creating gallery covers

Step 4: Assign photo to an album



Choose an album to assign the photo as a cover and click the "assign" button. Repeat this step until all the galleries and the group folders have covers.

Remember if you have any questions about Zenfolio email Richard@allmarkone.com.

Step 5: Results

HOME # ALL PHOTOGRAPHS





World Rowing Junior Championships, Tokyo







© AlMarkOne

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ESSENTIAL INFORMATION

- Please always **maintain professionalism** when working for AllMarkOne, you are representing the company.
- We're all here to help if you have questions-please reach out!
 - Contact Rich at <u>richard@allmarkone.com</u> or on the photography group chat if you are having any trouble with Zenfolio.
 - Contact Tom at <u>tom.asteriades@gmail.com</u> or on the photography group chat regarding any queries on event coverage.
- Photographers will be paid around about 2 weeks after_the job has been completed: you will receive 60% of the profits made from the event, other 40% is reinvested into the company to cover costs. In the case of a commercial sale photographers will be receiving 80% of the profits.
- Travel costs are paid however you are expected to take the most affordable travel option to travel. Travel costs must be approved by a member of the team **before booking.** The people closest to the event will get priority when signing up to events.



