



# 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**.



# 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: <https://support.usa.canon.com/kb/index?page=content&id=ART140451>  
Nikon: <https://www.dummies.com/photography/cameras/nikon-camera/creating-custom-image-folders-with-a-nikon-d3100-or-d5100/>  
Sony: [http://docs.esupport.sony.com/dvimag/ILCE6000\\_guide/en/contents/TP0000226684.html](http://docs.esupport.sony.com/dvimag/ILCE6000_guide/en/contents/TP0000226684.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:

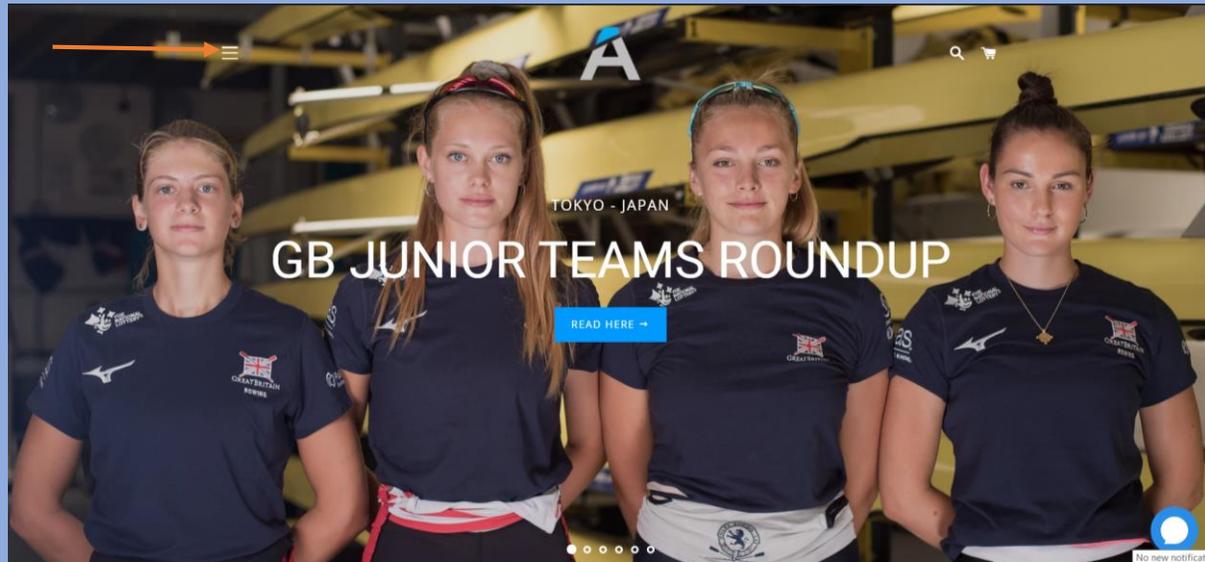
Main Website: [www.allmark.one](http://www.allmark.one)

Staff Portal shortcut: <https://allmark.one/pages/staff-portal>



# STAFF PORTAL GUIDE

Part 1: Go to [www.allmark.one](http://www.allmark.one)



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

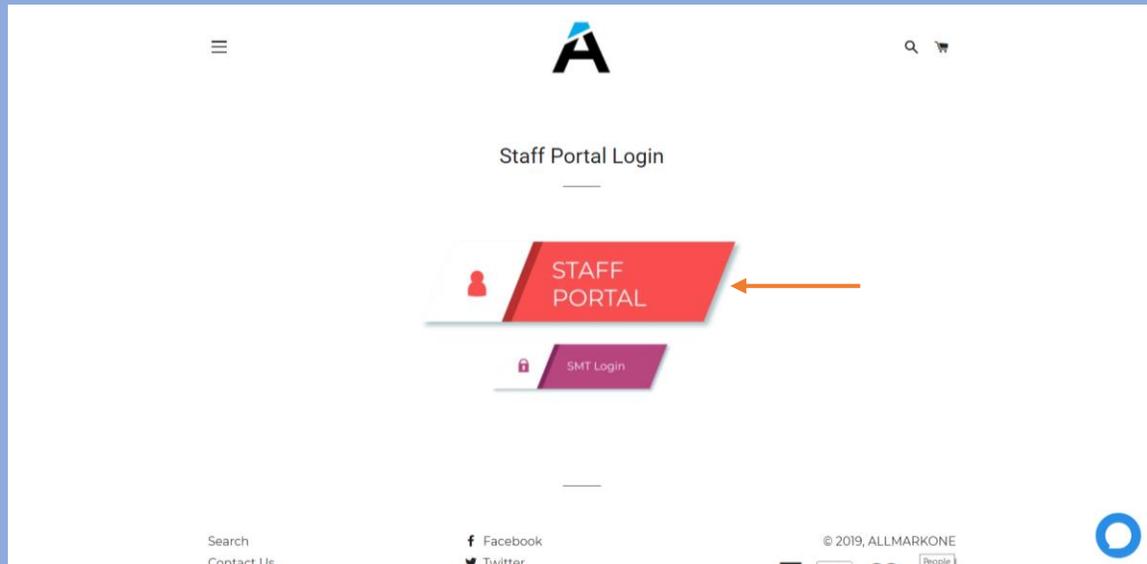
Part 2: Select the option “Staff Login”



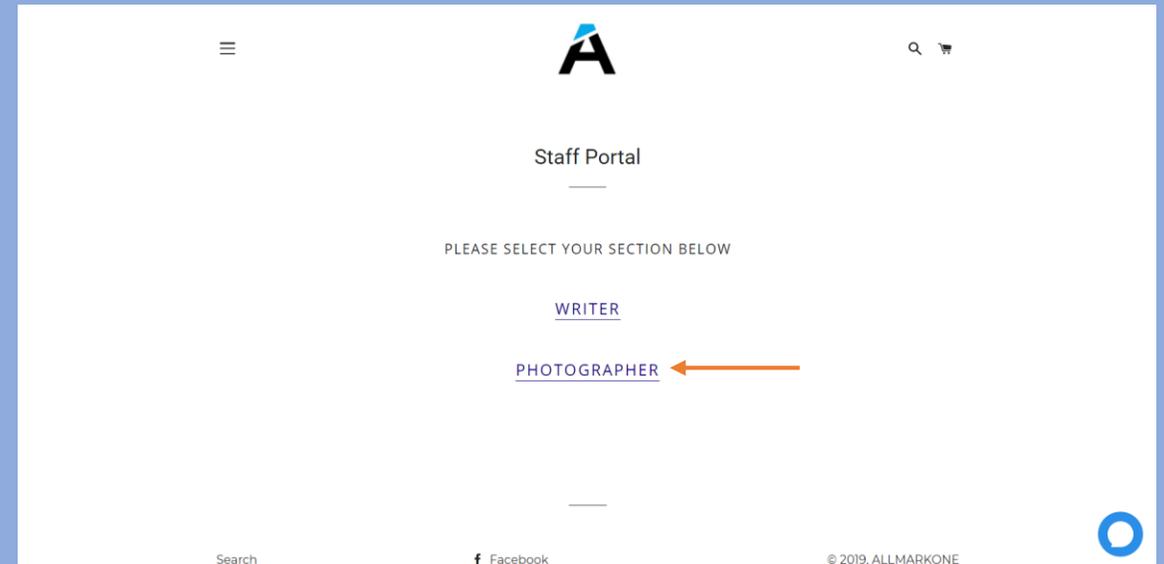


# STAFF PORTAL GUIDE

## Part 3: Select staff portal



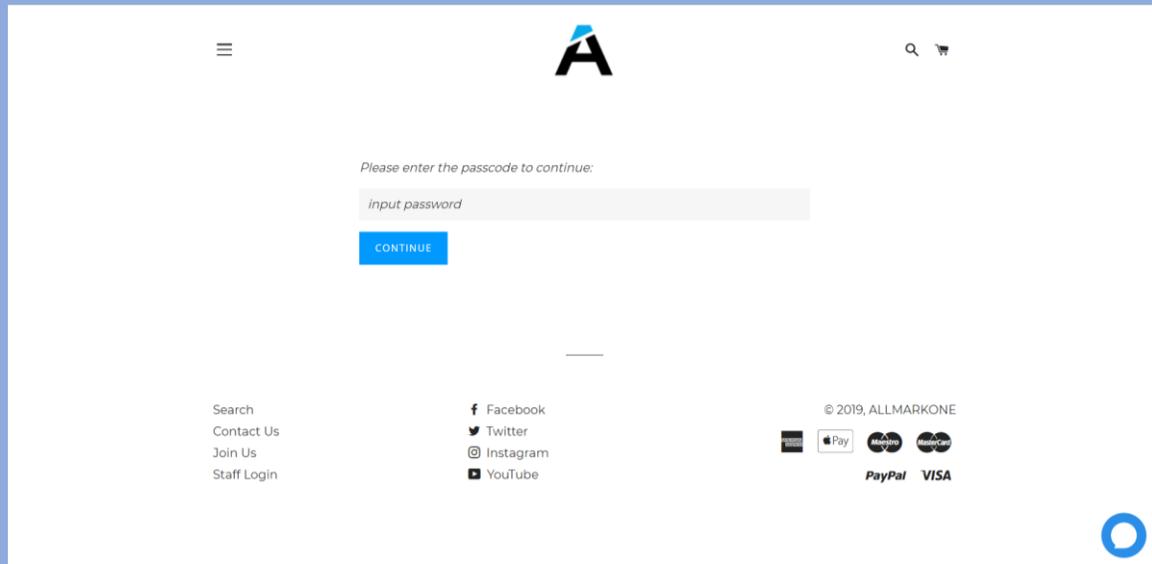
## Part 4: Select photographer



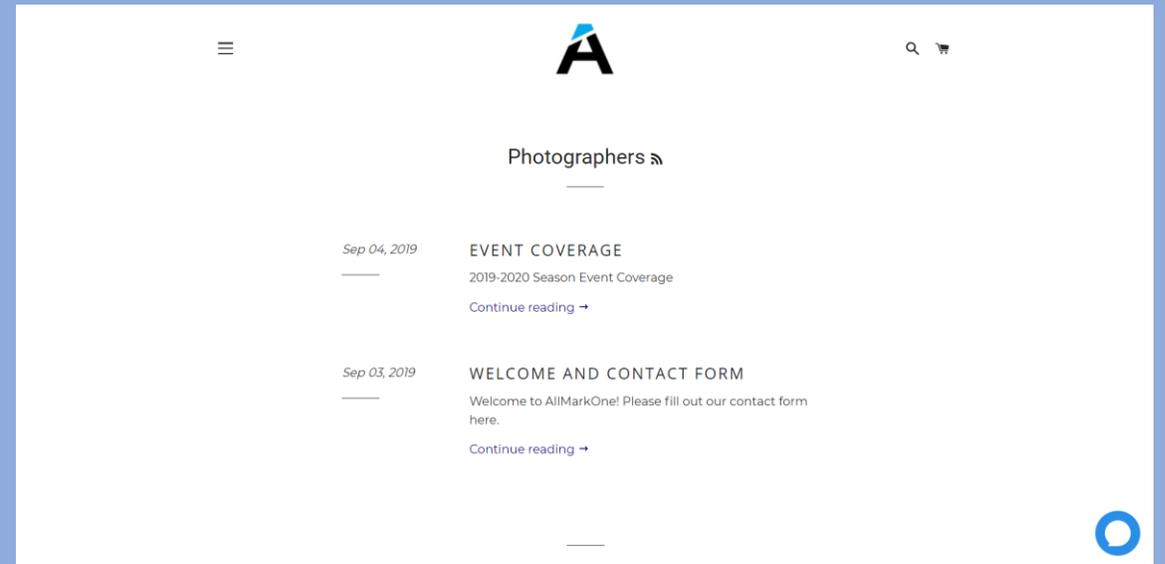


# STAFF PORTAL GUIDE

## Part 4: Input Password



## Part 5: You're logged in!





# 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: <https://www.allmarkstore.co.uk/>
- Zenfolio website: <https://zenfolio.com/>
- Zenfolio support: <https://www.zenfolio.com/uk/z/help/support-center#/customer/en/portal/articles> (very useful and has loads of recourses).

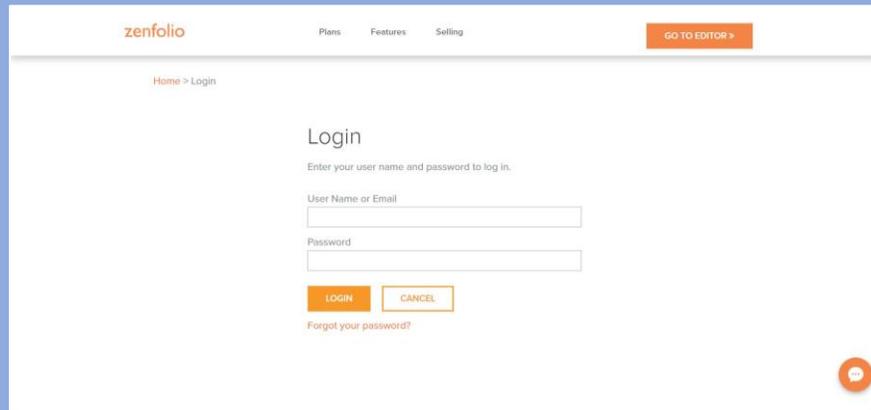
If you need assistance when using Zenfolio please contact [Richard@allmarkone.com](mailto:Richard@allmarkone.com).



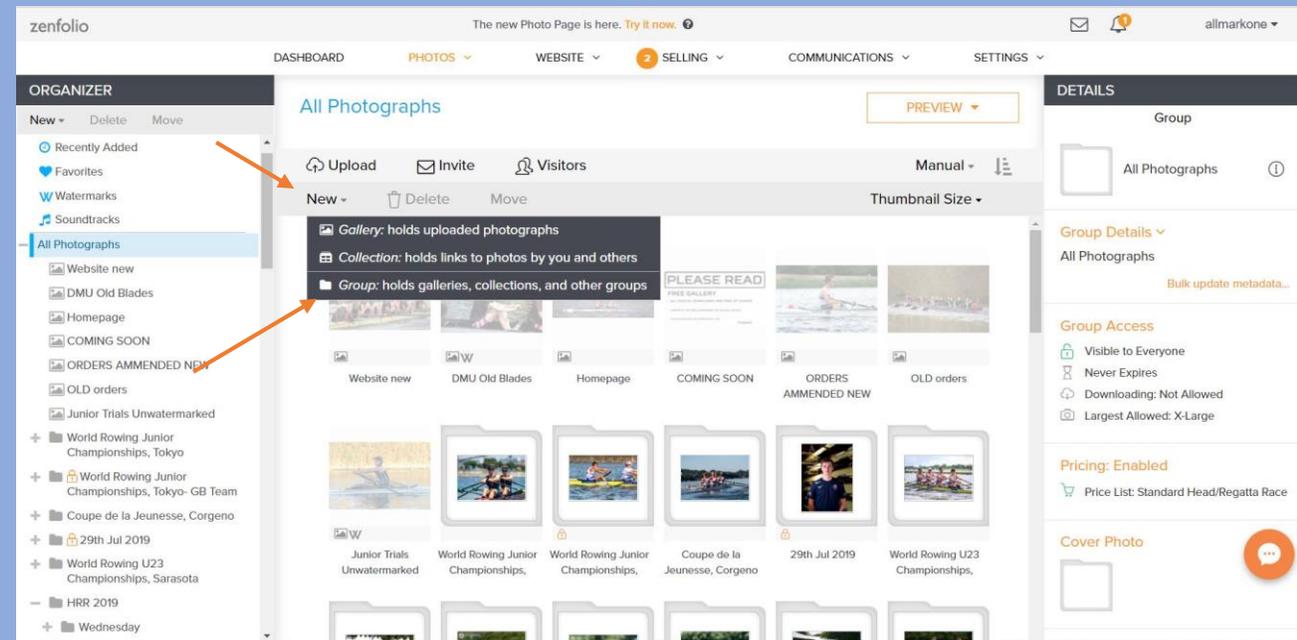
# ZENFOLIO GUIDE

## Part 1: Setting folders and creating an event gallery

### Step 1: Login



### Step 2: Create a “group” folder



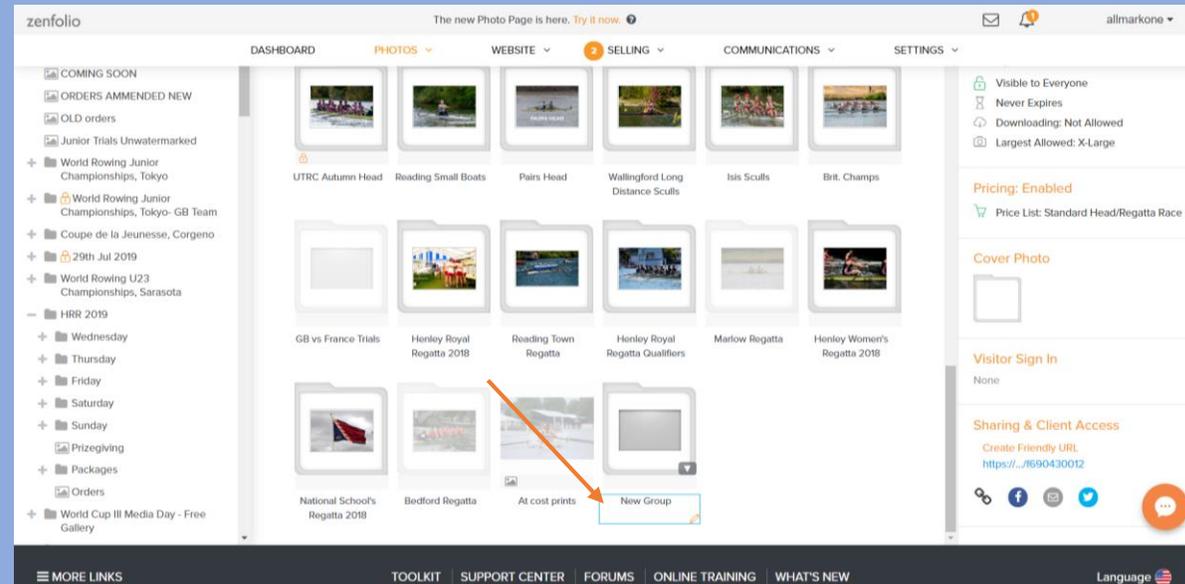
After login, you will be redirected to the “All Photographs” window. Under the tab “new” select the option “group” to create a new folder.



# ZENFOLIO GUIDE

## Part 1: Setting folders and creating an event gallery

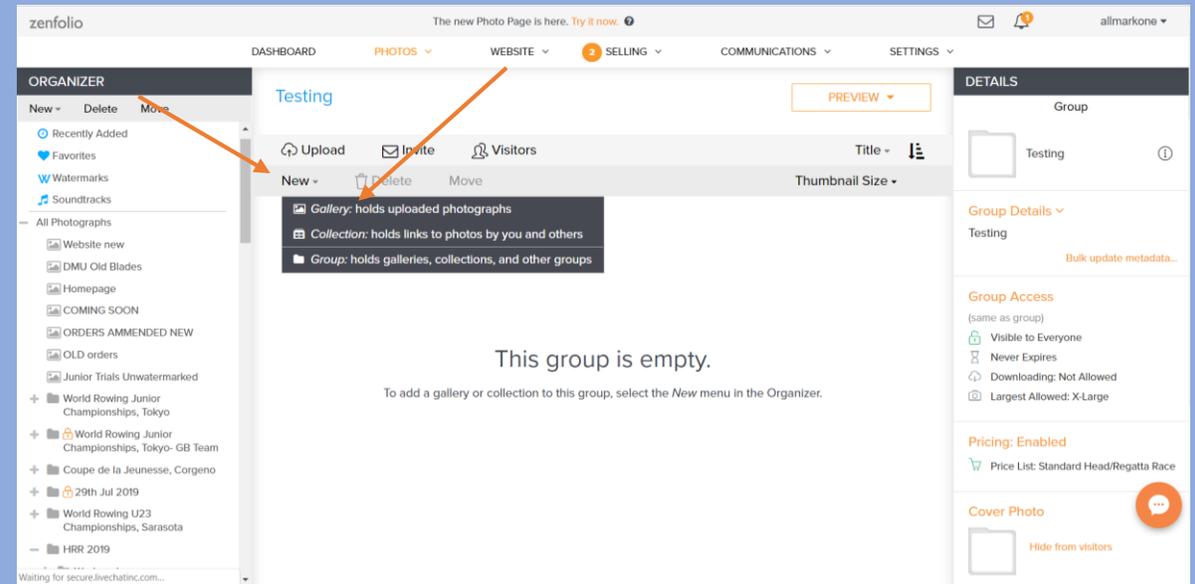
### Step 3: Renaming Folder



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



### Step 4: Creating a gallery



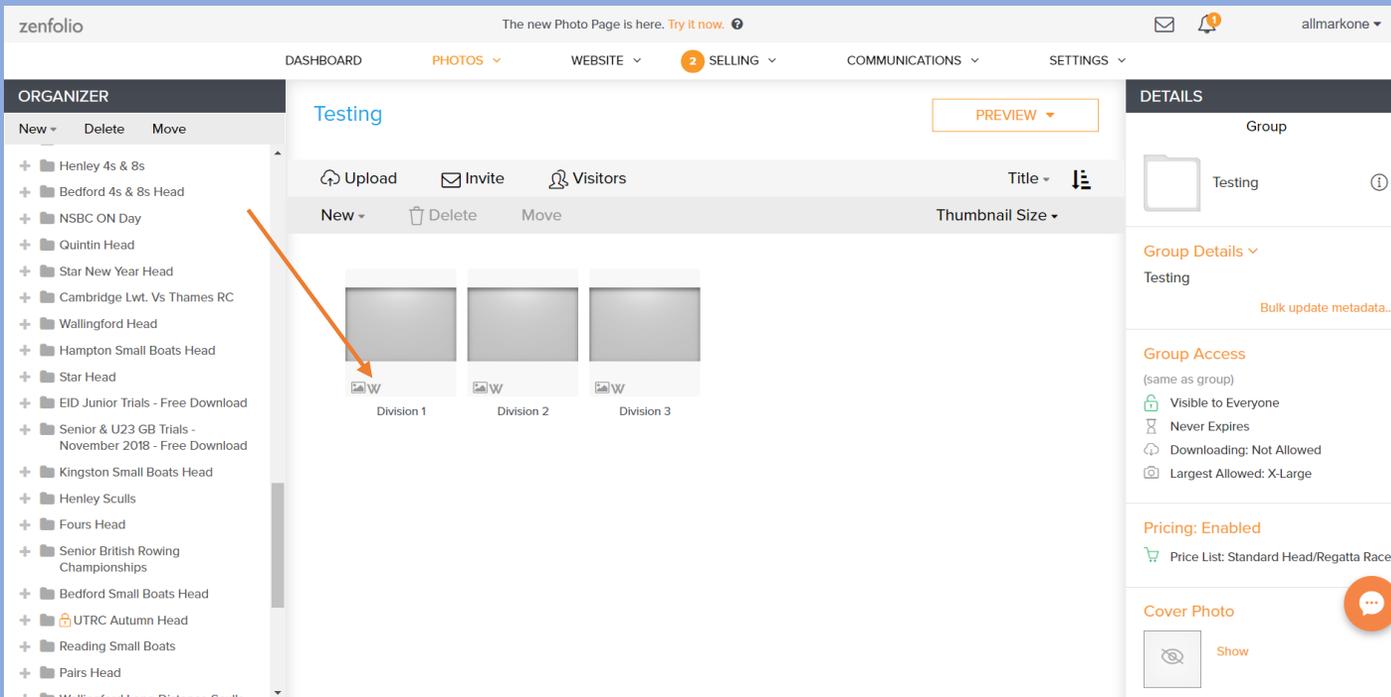
When opening the event folder, click on the new tab and select the gallery option to create a gallery. Galleries will dictate how you will sort photos out for an event. For instance, head races will have multiple divisions and so the galleries created could be named: Division 1, Division 2, Division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



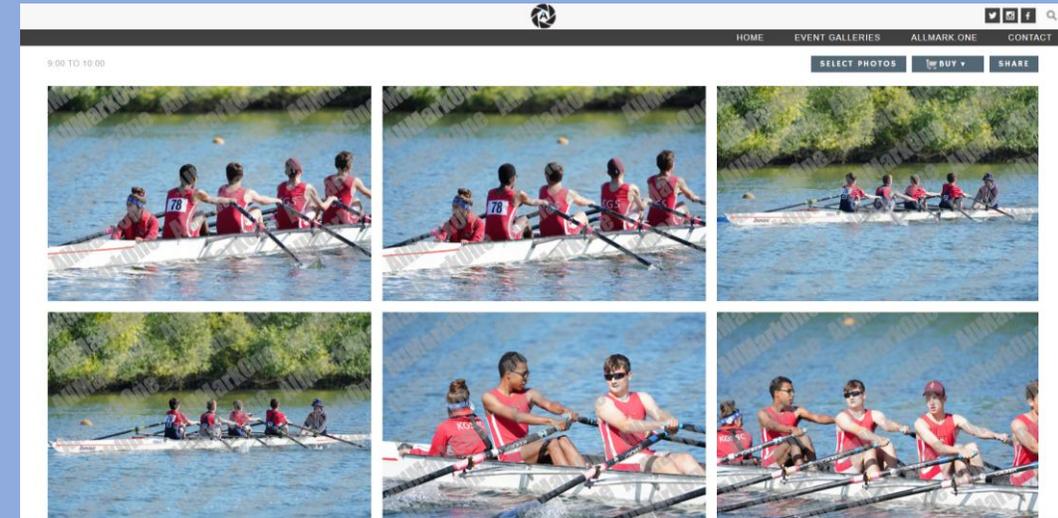
# ZENFOLIO GUIDE

## Part 1: Setting folders and creating an event gallery

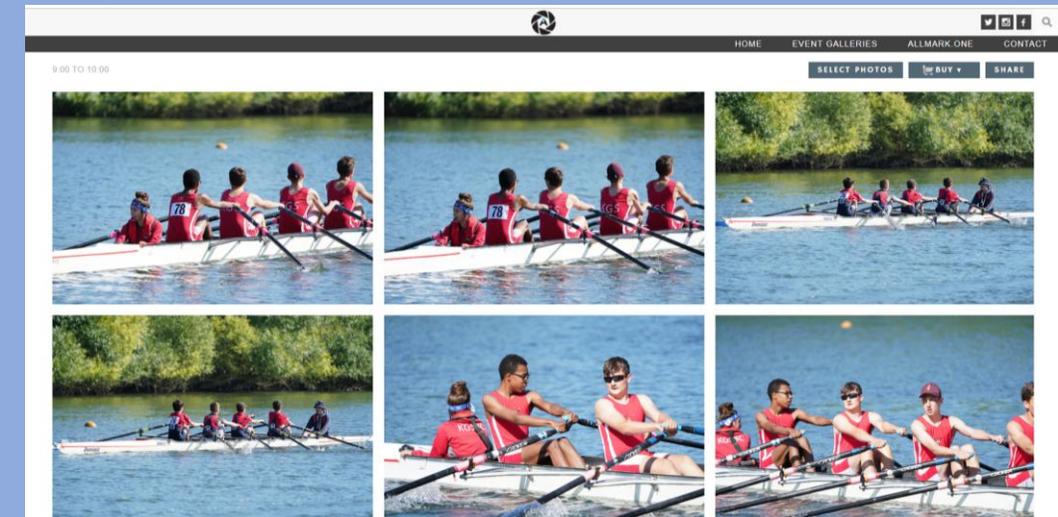
### Step 5: A completed event gallery example



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.



Watermarked Gallery



Unwatermarked Gallery



# ZENFOLIO GUIDE

## Part 1: Setting folders and creating an event gallery

### Step 6: How to watermark

The screenshot shows the Zenfolio interface. On the left is the 'ORGANIZER' sidebar with a list of galleries. The main area shows a gallery named 'Testing' with three thumbnails labeled 'Division 1', 'Division 2', and 'Division 3'. The 'Division 2' thumbnail has a small 'W' icon in its bottom right corner. Below it, a larger thumbnail labeled 'Division 2' also has a 'W' icon. To the right is the 'DETAILS' panel for the gallery. At the bottom of the details panel, there is a 'Watermark' section with a 'No watermark' option selected. Orange arrows point from the text 'Has a watermark' to the 'W' icons and from 'No watermark' to the 'Division 1' thumbnail. Another orange arrow points from the 'Watermark' section in the details panel to the 'Generic AMO' option in the 'Assign Watermark' popup.

The 'Assign Watermark' popup window contains a table with the following data:

| Preview | Name          | Location | Opacity |
|---------|---------------|----------|---------|
|         | Summer Eights | Center   | 45%     |
|         | Met Regatta   | Center   | 45%     |
|         | Generic AMO   | Center   | 55%     |
|         | HRR 2019      | Center   | 54%     |

Below the table is a 'Manage watermarks >' link and a 'CANCEL' button. At the bottom right of the popup is a 'SAVE' button. Orange arrows point from the 'Generic AMO' row in the table to the 'SAVE' button.

**REALLY IMPORTANT STEP!!**

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.

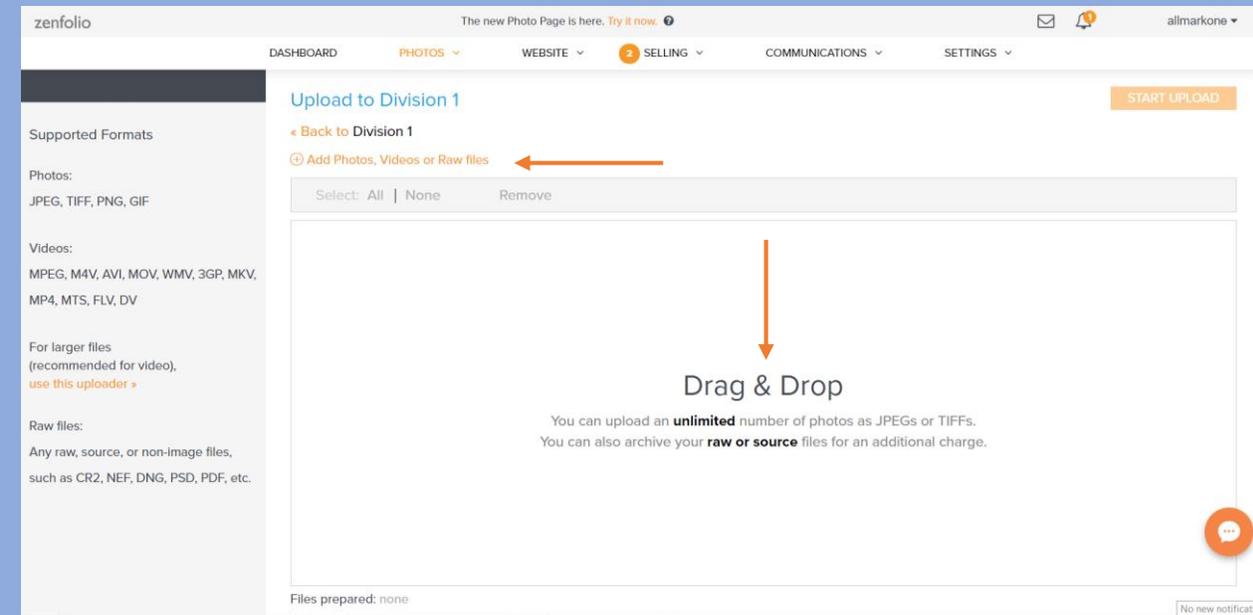
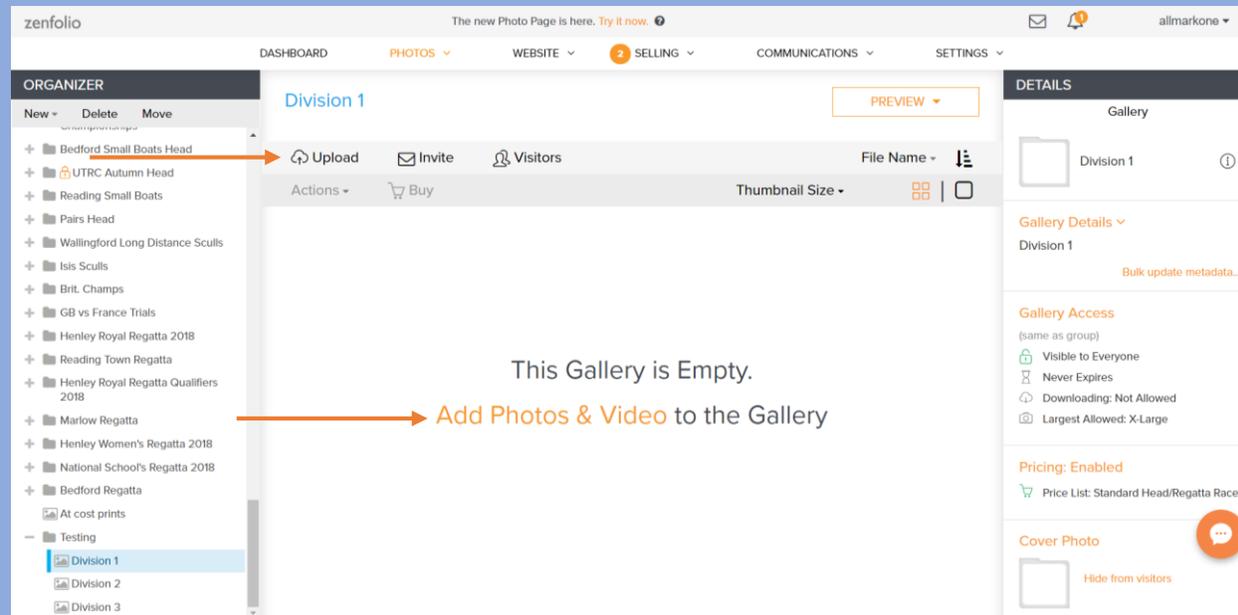


# ZENFOLIO GUIDE

## Part 2: Uploading Photos

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

### Step 2: Add photos to upload



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

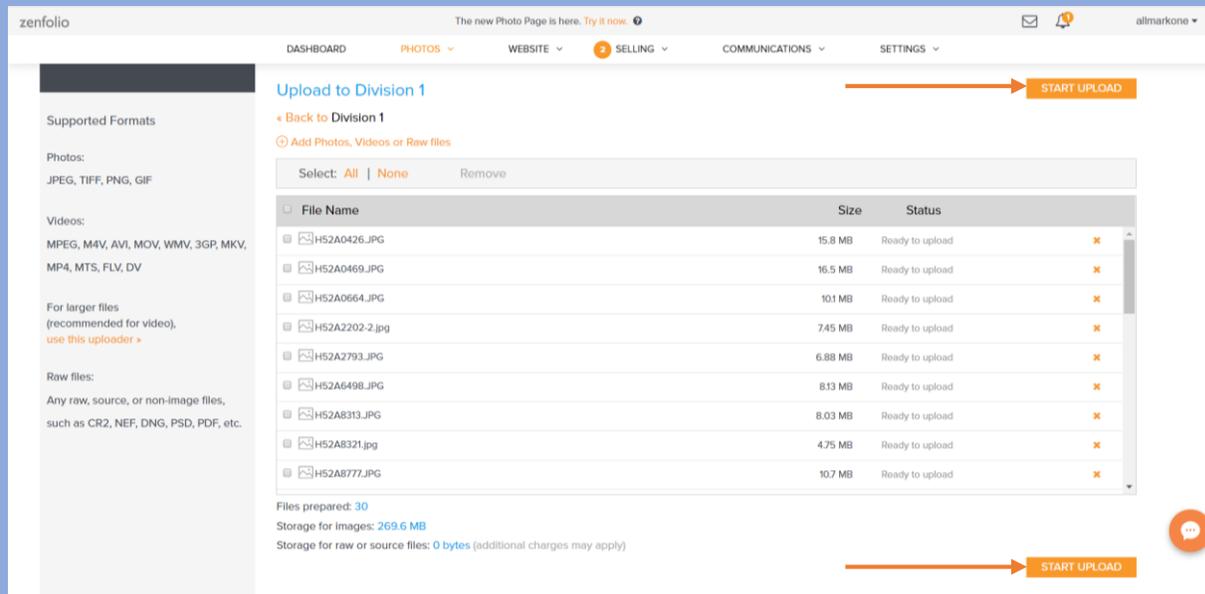
Either drag and drop files to upload into the box or press the “add photos, videos or RAW files” to select a series of photos to upload from a specified location.



# ZENFOLIO GUIDE

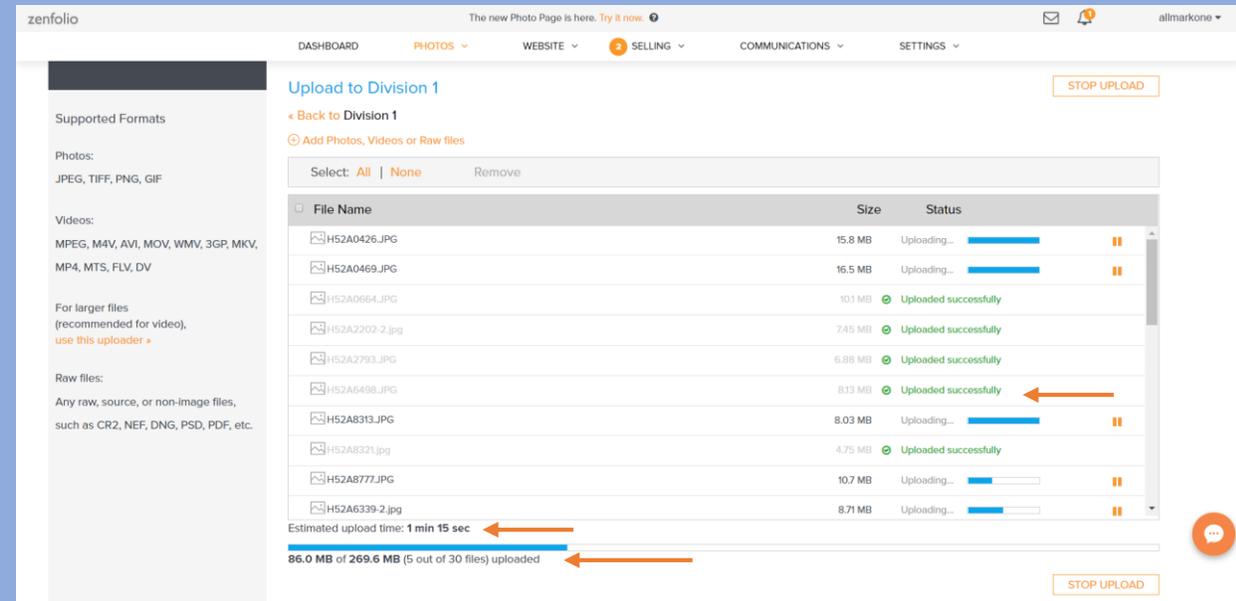
## Part 2: Uploading photos

### Step 3: Uploading photos



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.

### Step 4: Uploading screen



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.



# ZENFOLIO GUIDE

## Part 2: Uploading photos

### Step 3: Uploading photos

The screenshot shows the 'Upload to Division 1' interface. On the left, there are sections for 'Supported Formats', 'Photos', 'Videos', and 'Raw files'. The main area contains a table of files ready for upload. At the bottom, it shows 'Files prepared: 30' and 'Storage for images: 269.6 MB'. Two orange arrows point to 'START UPLOAD' buttons, one at the top right and one at the bottom right.

| File Name      | Size    | Status          |
|----------------|---------|-----------------|
| H52A0426.JPG   | 15.8 MB | Ready to upload |
| H52A0469.JPG   | 16.5 MB | Ready to upload |
| H52A0664.JPG   | 10.1 MB | Ready to upload |
| H52A2202-2.jpg | 7.45 MB | Ready to upload |
| H52A2793.JPG   | 6.88 MB | Ready to upload |
| H52A6498.JPG   | 8.13 MB | Ready to upload |
| H52A8313.JPG   | 8.03 MB | Ready to upload |
| H52A8321.jpg   | 4.75 MB | Ready to upload |
| H52A8777.JPG   | 10.7 MB | Ready to upload |

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.

### Step 4: Uploading screen

The screenshot shows the 'Upload to Division 1' interface during the upload process. The table now shows progress bars and status for each file. A progress bar at the bottom indicates '86.0 MB of 269.6 MB (5 out of 30 files) uploaded'. An estimated upload time of '1 min 15 sec' is shown. An orange arrow points to the 'STOP UPLOAD' button at the bottom right.

| File Name      | Size    | Status                |
|----------------|---------|-----------------------|
| H52A0426.JPG   | 15.8 MB | Uploading...          |
| H52A0469.JPG   | 16.5 MB | Uploading...          |
| H52A0664.JPG   | 10.1 MB | Uploaded successfully |
| H52A2202-2.jpg | 7.45 MB | Uploaded successfully |
| H52A2793.JPG   | 6.88 MB | Uploaded successfully |
| H52A6498.JPG   | 8.13 MB | Uploaded successfully |
| H52A8313.JPG   | 8.03 MB | Uploading...          |
| H52A8321.jpg   | 4.75 MB | Uploaded successfully |
| H52A8777.JPG   | 10.7 MB | Uploading...          |
| H52A6339-2.jpg | 8.71 MB | Uploading...          |

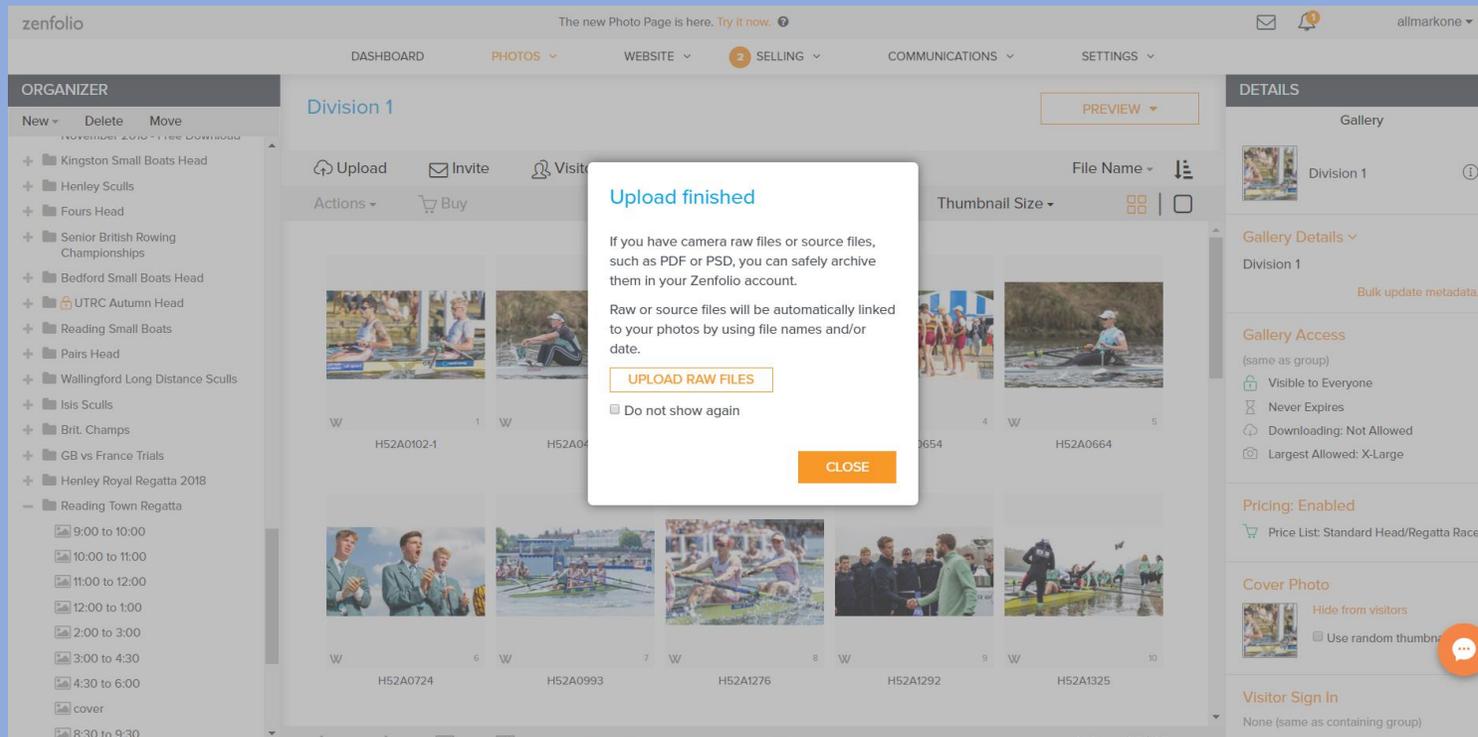
The uploading screen gives you an estimated time of upload completion which will vary depending on internet speed. It will also show you the status of each file being uploaded and how many files have been uploaded.



# ZENFOLIO GUIDE

## Part 2: Uploading photos

### Step 5: Upload finished screen



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

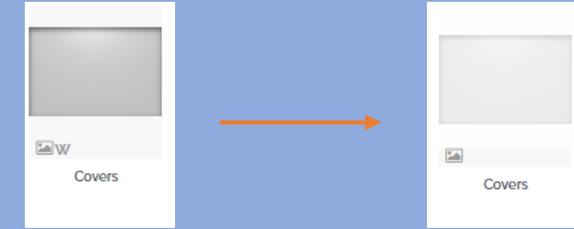


# ZENFOLIO GUIDE

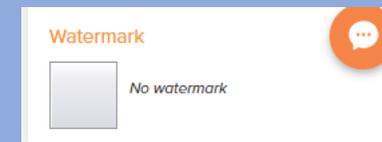
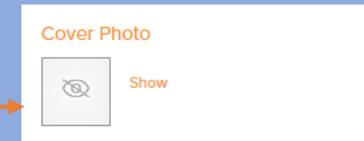
## Part 3: Creating gallery covers

### Step 1: Create a “covers” gallery in the events album

The screenshot shows the Zenfolio interface. On the left, the 'ORGANIZER' sidebar lists various galleries, with 'Covers' highlighted. The main area displays a grid of gallery thumbnails, including 'Covers', 'Division 1', 'Division 2', and 'Division 3'. The 'Covers' thumbnail is selected. On the right, the 'DETAILS' panel for the 'Covers' gallery is visible. It shows options for 'Gallery Details', 'Gallery Access', 'Pricing', 'Cover Photo', 'Visitor Sign In', 'Sharing & Client Access', and 'Watermark'. The 'Cover Photo' option is set to 'Hide from visitors', and the 'Watermark' option is set to 'Generic AMO'.



Icon turns dimmer when the cover is hidden.



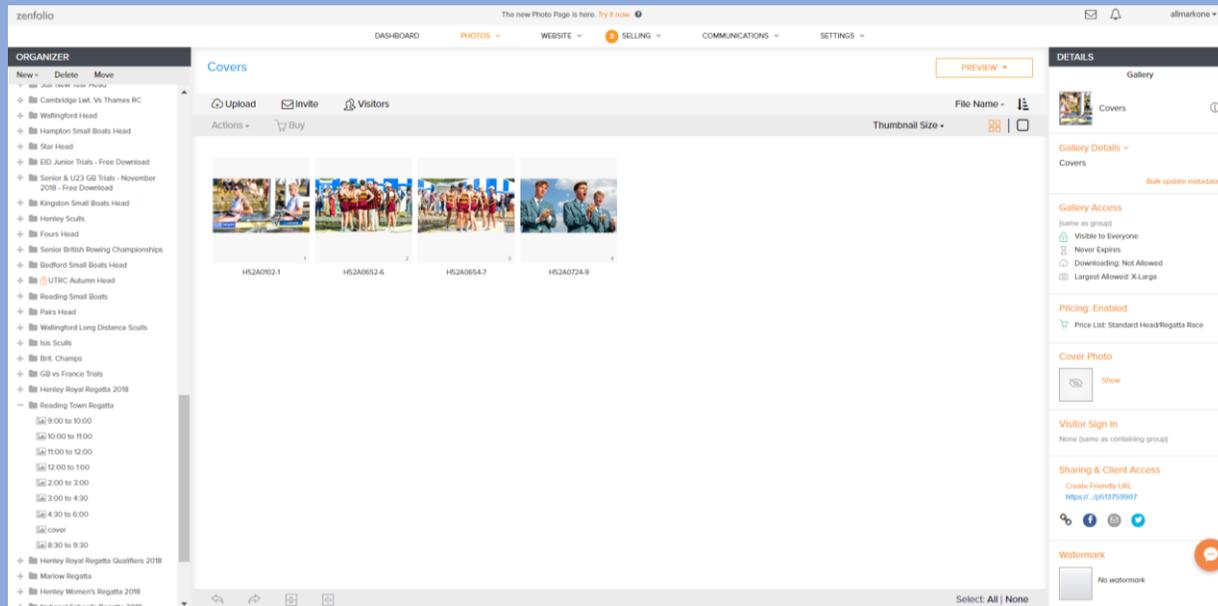
Create a new gallery and name it “covers”. Then click the “hide from visitors” and remove the watermark from the album. By removing the watermark from the album it means when you set photos as covers for other albums a watermark will **not appear** on the cover of the albums you are setting.



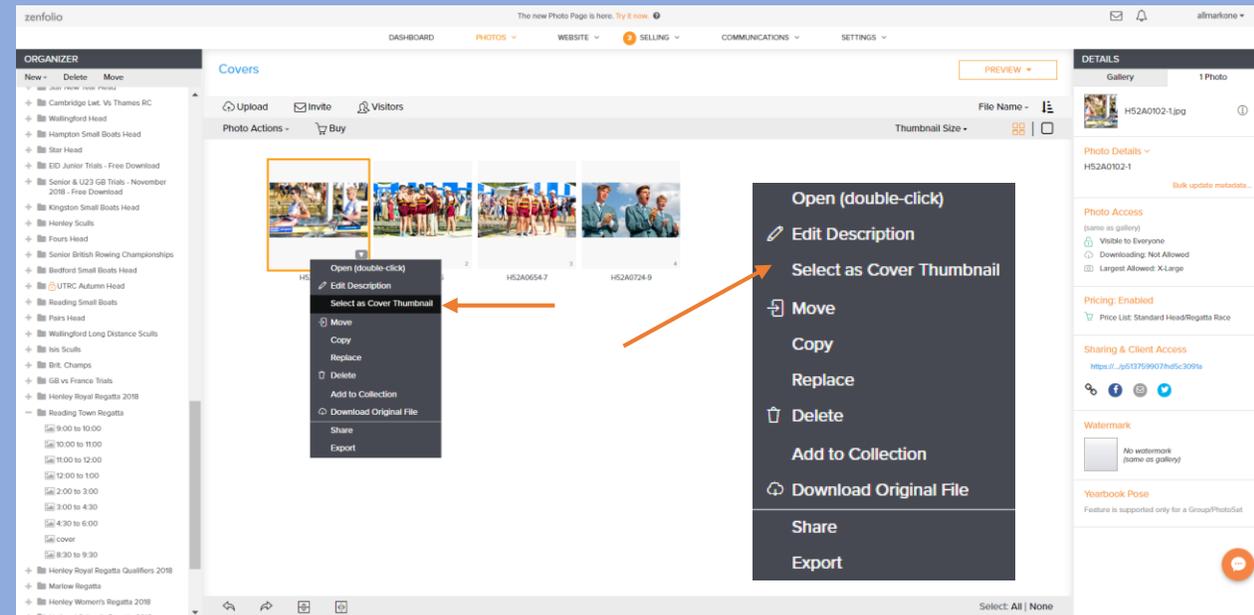
# ZENFOLIO GUIDE

## Part 3: Creating gallery covers

### Step 2: Upload cover files



### Step 3: Select photo as a thumbnail



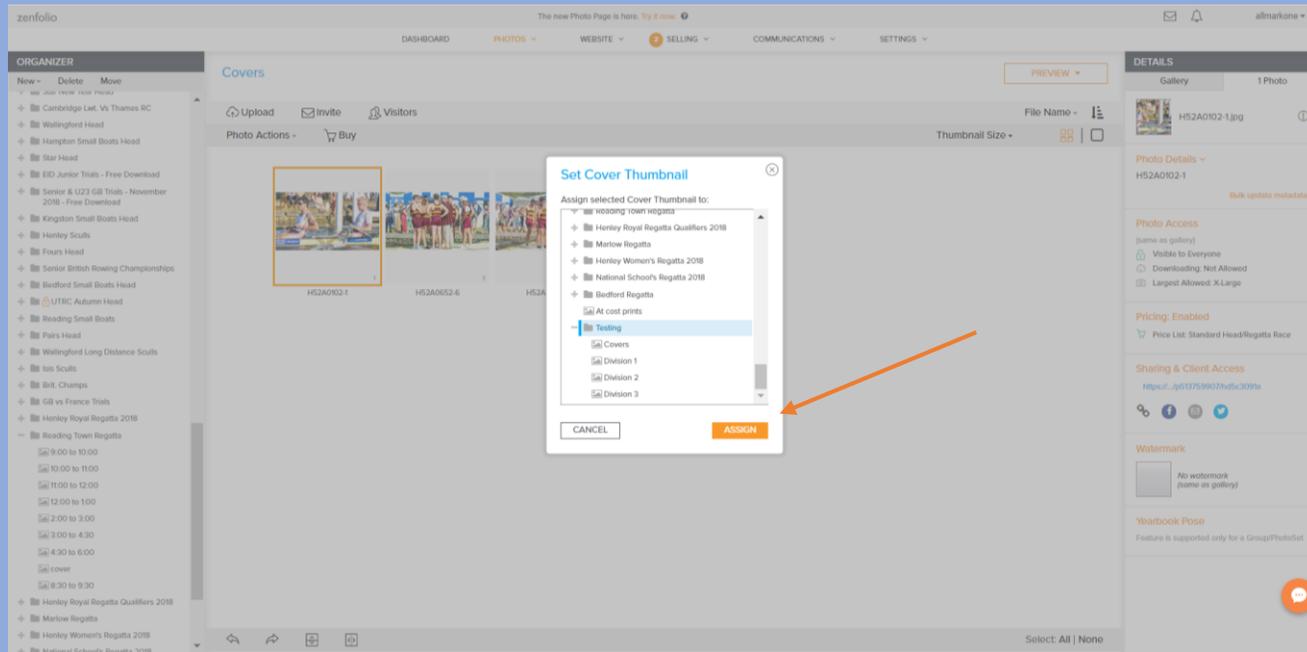
Hover over a photo and click on the white arrow, a small menu will then appear. Proceed to select the option “select as cover thumbnail”.



# ZENFOLIO GUIDE

## Part 3: Creating gallery covers

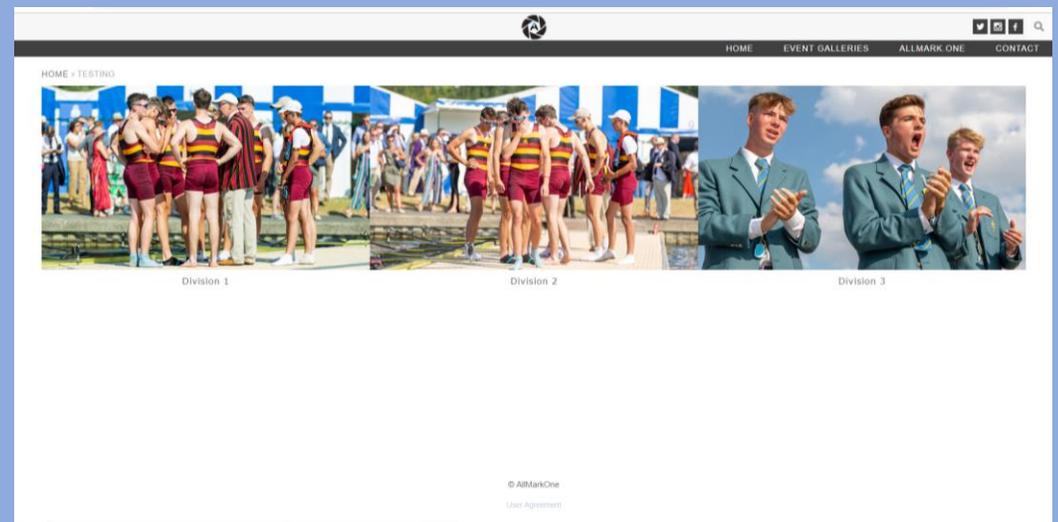
### Step 4: Assign photo to an album



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](mailto:Richard@allmarkone.com).

### Step 5: Results





# 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 [richard@allmarkone.com](mailto:richard@allmarkone.com) or on the photography group chat if you are having any trouble with Zenfolio.
  - Contact Tom at [tom.asteriades@gmail.com](mailto:tom.asteriades@gmail.com) 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.



