



[photography workshop]

3 day combined workshop

Overview:

Combining all 3 individual workshops, this intensive 3 day workshop will give you an in-depth knowledge of how a successful wedding photography business works, a clear vision of how to get started on your business, take it to the next level or work out what needs to change.

This 3 day workshop includes the following...

Day 1 - How to sell yourself

Day 2 - How a wedding works

Day 3 - Digital workflow

Duration: three days

Price: £700 + vat (saving £125 on booking the courses individually).

Accommodation can be provided at Farnham Castle if required.

Location: Farnham Castle, Farnham, Surrey

For full details of each day please see details below...

Please get in touch for course availability and to make a booking.



[photography workshop]
2 day combined workshop

Overview:

Chose any 2 of the individual workshops:

How to sell yourself
How a wedding works
Digital workflow

Duration: two days
Price: £500 + vat (saving £50 on booking the courses individually).
Accommodation can be provided at Farnham Castle if required.
Location: Farnham Castle, Farnham, Surrey

For full details of each day please see details below...

Please get in touch for course availability and to make a booking.



[photography workshop]

Individual or combined workshop + wedding shadow

Overview:

Benefit from the theory of the individual or combined workshops and then it put into practice by accompanying Damian to a real wedding. Combining the theory with the practice will give you the most complete tutorial and a whole load of real wedding photographs, from every aspect of the wedding, for you to use in your portfolio.

Prices:

1 full-day workshop + 1 wedding shadow = £775
(saving £100 on booking separately)

2 day combined workshop + 1 wedding shadow = £950
(saving £150 on booking separately)

3 day combined workshop + 1 wedding shadow = £1100
(saving £200 on booking separately)

If there you want to create your own combination of course please get in touch for a quote.



[photography workshop]
How to sell yourself

Overview:

Before the wedding

Web design, paper advertising, web advertising, viral marketing, sample albums, brochures, photo packages, site checks and meeting the couples.

At the wedding

Self presentation, how to beat the stereotype, understand the timings, taking photos that sell and how to fit in.

After the wedding

Displaying the images online, album design, quick and accurate print turnaround.

Detail:

This workshop is designed to help you maximise your greatest asset – you. First of all you need to let people know who you are and what you are offering. Web design options and all aspects of advertising and marketing will be examined enabling you to build your own strategy to generate bookings. Some simple guidelines will be established to help you when meeting potential clients face to face, before and/or after they have booked.

The workshop will then go on to look at how you can sell yourself on the day of the wedding. Simple things such as taking photographs that people will want to buy, what to wear and how you talk to people can all help sell you and your services.

Selling after the wedding is a vital component to a healthy wedding photography business. The workshop will look at reliable revenue streams and how to channel them. This will range from ways of selling your work online to album options and delivering what the client wants when they want it.

The workshop is dedicated to ensuring that you build a strong reputation, generate regular enquiries, good bookings, multiple aftersales and increased future business.

Duration: Full Day

Price: £275 + vat (when booked individually)

Location: Farnham Castle, Farnham, Surrey

Please get in touch for course availability and to make a booking.



[photography workshop]
How a wedding works

Overview:

Understanding how weddings work is the most important factor in successfully photographing them.

In-depth study of each section of the day

Timings that work – plan your day

What to look out for. Who to look out for.

Photo techniques for each section of the day

Detail:

A full understanding of how a wedding works and how various aspects of a wedding affect you and everyone else will help you do a better job. Full knowledge of how a wedding works will enable you to read situations more quickly, react to them and take better photographs as a result. This will lead to more bookings and increased post-wedding sales.

This workshop will take you through the whole wedding – beginning to end. Through each stage, Damian will explain in great detail how things work highlighting sound photography techniques for all situations.

For the purposes of this workshop, Damian will break the wedding down into 10 sections...

- The girls getting ready
- The boys before the service/ceremony
- Guests arriving
- Getting married
- Bride & Groom
- Reception
- Group photos
- Wedding breakfast
- Speeches
- Dancing/party

Without a comprehensive understanding of how weddings work it is almost impossible to photograph them fully, effectively and to the satisfaction of the bride and groom. This workshop will give you that understanding.

Duration: Full Day

Price: £275 + vat (when booked individually)

Location: Farnham Castle, Farnham, Surrey

Please get in touch for course availability and to make a booking.



[photography workshop]

Digital workflow

Overview:

Editing your images – making the cut

How to achieve quick and effective digital image processing

Photoshop Actions

Storage

Album design

Web site management

Order fulfilment

Detail:

You have photographed the wedding – now what? You have a load of digital files that need to be edited and displayed for the client to see. For many this is an area that causes fear and trepidation. Don't panic!

Damian will explain the techniques he uses to edit his images, how to use Photoshop quickly and effectively and highlight several web display options. These techniques will enable you to edit, process and display a full set of wedding photos in under 4 hours enabling you to go off and do something less boring instead!

Damian's tried and tested Photoshop actions will be available to purchase on the day.

A smooth, systemised digital workflow is vital to a profitable and successful wedding photography business. This course will show you how.

Duration: full day

Price: £275 + vat (when booked individually). Photoshop actions: £70

Location: Farnham Castle, Farnham, Surrey

Please get in touch for course availability and to make a booking.