What You Need to Know About Corporate Photographs

Image is everything, and perception is reality. These are the ideas behind a corporate image. And corporate photography has a lot to do with it.

But how does corporate photography help your company? How does it build your image?

Keep in mind that corporate photography is used to promote the business, its activities, its people, products, and services. It's also a means to communicate your company's personality, distinctiveness, and professionalism. In the past, corporate photography has been confined to photos of smiling executives and people in business attire shaking hands. These have become commonplace already and will not make your company stand out anymore (and these photos—tons of them—can be found in stock image websites). You need photos that will make you connect to the customers. For that, you will need the services of a professional photographer who does corporate photography in Melbourne.

What Do You Want to Say?

For images that will appear online, in brochures, and on social media, corporate photography may include on-site photographs, corporate headshots, team photos, the company's office environment, products and services, corporate events, meetings, and official activities. But these photos mean nothing if you don't have a message to convey.

Depending on the message, every shot should be set up to bring this message out. For example, most IKEA catalogue covers feature an orderly room filled with IKEA products in use. Brilliantly photographed, these set-ups convey that IKEA's products are designed to give order to your room. This is how they want to be seen by their customers.

Nailing the Perfect Headshot

Headshots should make a connection to your public. And that connection should say a lot about the company and you. If you're content with the usual three-quarter pose from the chest up with a plain, neutral background, that's fine with us.
But there are companies whose culture dictates a traditional style for headshots. Banks, law firms, and the like adhere to this tradition. Their headshots should deliver the message of trust and professionalism. There are some companies, though, whose traditional headshots have a touch of stylishness in them. I have seen my share of quirky corporate headshots, and they usually come from creative companies. So it all boils down to how you want your public to perceive you.

Remember, corporate headshots help humanise the company and leave a lasting impression. It reinforces the corporate brand image and increases recognition among business connections. Keep these in mind so you can nail that perfect corporate headshot. For awesome corporate headshots in Melbourne, give us a call.

Bringing Out Dynamism in Team Photography

Traditionally, team photography is a group picture where all employees of each department are photographed. It's also a way for the company to attract new talents and entice the public to the brand. Many companies are liberal when doing team photography, forgoing conformity to uniqueness and creativity. This also allows for dynamism when the team is being photographed doing their work.

Giving your employees a heads-up will help them prepare for the photo session. Because many employees are awkward in front of the camera, putting them at ease by making the session light and fun will help them loosen up. One way to put them at ease is to do test shots while they are working. If there are exciting areas where they gather to take a break, a playroom perhaps, we'll capture them in action. This also shows the kind of culture your company has and will surely attract your public.

Showing Off the Office Interiors and Design

Photographing your employees in their work environment will undoubtedly capture the interiors of your office as well. It is advisable that before the day of the photoshoot, the areas that will be photographed should be prepared and tidied up as this will reflect on your company image once they're up on your website and other social media assets.

Your office layout conveys the personality and culture of the company. For example, an open office layout with no walls means that the company maintains and supports openness in terms of better communication, inclusion, and trust. A receiving area can also say a lot about your company. These are just some of the areas that you have to consider and prepare so you can show them off with pride.

Products and Services Showcase

If you want to showcase your company's products, we will need the best packaging of the existing products you can provide us. Product shots are usually beauty shots and product-in-use shots. Photoshoot for this type is typically done in our studio. Depending on the nature of the product, a photo manual that shows how to use the product will be needed. However, for a simple product shot, images should seamlessly blend with the branding or packaging design.

If your company is a service-oriented one, we will be photographing your employees in action. We need to capture the kind of experience your customer will have once they engage your services. For example, for a car detailing company, we will take photos of your services showing your staff doing paint repairs and window tinting. Shots like these give the customer an idea of what your company can do very well.

Capturing Corporate Events

Covering corporate events is another service we do as a corporate photography company. Events may include conferences, anniversaries, parties, sales events, and the like. From the time the guests and corporate executives arrive to the closing ceremonies, we will capture historical highlights of your corporate occasion.

It will definitely help if you have a designated area for the VIPs and executives for a quick photo. You can expect different shots from us, like: posed shots of VIPs, posed and action shots of guest speakers, candid shots of VIPs and guest speakers, posed shots of attendees, candid shots of attendees, full room shots, and more.

Choose the Best Photographer for Your Corporate Events

This article gives you a snapshot of our corporate photography services and how these will help you build your company's image. We've been raring to show you our expertise for our entire careers. If you'd like to know more about our corporate photography services or book corporate headshots, be it for an individual, a small team, or an army of staff, please get in touch with us at Epic Executive Portraits.

If you are interested in this subject please visit corporate photography melbourne.

Source: https://www.digitalphotomentor.com/7-tips-corporate-event-photography/