

# CLM PHOTO TIPS

**Thank you for agreeing to take a few photos at a CLM event! In order to assure that the majority of the images you snap can be used to tell the story of your event via CLM social media, please consider the following tips.**

**Don't distort:** Be careful with adjusting the size/shape of an image. It can distort it. Yikes! (Yes, this was really posted on Twitter!)



**Zoom in on the Keynote speakers.** At conferences, it is nice to get a clean photo of a speaker in front of the audience, it is really wonderful to capture the speaker with some hint of their background slides showing. You may have to move around a little to find the right spot to take the photo and you really will need to go to the front. It is okay. I promise. These are great examples:



**Lighting. Lighting. Lighting.** Hotels and restaurants, where many of our events take place, often have inadequate lighting for our cell phones. Use your flash and step forward in order to have the flash provide meaningful illumination on the faces of the people you are photographing. This will usually result in a better framed image as well, cutting out the background clutter and focusing in on your stars! This is an example of a photo that would have been SO MUCH better with a flash and a few steps closer to the subjects...for several reasons, and a photo that does a good job of showing the subjects in spite of tough lighting:



**Focus!** Don't try to take a photo of the whole room, unless the room is packed with people and the story you are trying to tell is just that. Otherwise, focus in on one element and zoom in. Just showing one or two people's faces as they listen intently or laugh out loud tells a great story about engagement. Or, capturing the facial expression of the speaker can really convey what is happening in the room. You don't have to show the room itself. Here are two examples of photos that really need to focus:



**More Face Time!** Always be mindful of what you are capturing in the photo, especially the backs of people's heads. So often the images are all of a speaker or panel shot from the back of the room. No one's best side is their back. Let's see their faces! This example isn't high quality, but at least you can see the attendees faces, rather than the back of their heads:



**Smile at Me.** Grab someone's attention in the crowd and ask them to smile! It is wonderful to see someone in their best light (remember to use your flash and get as close as you need). These are great photos from conferences.



**The Skinny on Food.** In most cases, you can just skip the photos of the food buffet. Really, we don't need to see the cookie tray. The exception is when the cookies are decorated with our logo. Or when the event itself is about the food. Then go ahead and find a way to take a few photos. Here is a photo taken at a Chapter event that includes the buffet, but that isn't the story, it is just part of the background reinforcing that this event was...full service. The story is that everyone had fun, you can see that in her smiling face!



**Thank you!**

**Questions? Touch base anytime:**

**Maureen Fitzgerald Penn**

Vice President of Marketing

The CLM Alliance

maureen.penn@theclm.org

616-889-1218 voice/text