You have a "Shot"! Choosing your Photographer.

There is nothing like capturing the moment with a picture. Documenting life's important events, such as a wedding, reunion or birthday, in photo's is a great way to relive events of the day and share with others that may not be able to attend your event. We spoke with Jerome Pollos, with Jerome Pollos Photography to discuss specific wedding trends and what to expect from your photographer on your big day.

There are three primary styles of photography used. The "Traditional" style is what your parents probably had. This is where the photos are shot in a portrait style of photography. Jerome Pollos uses a "Photojournalism" style of photography. Photojournalism tells a story from beginning to end and tries to capture moments as they happen, as opposed to staging shots. Finally, the "Contemporary" style combines both photojournalism and traditional styles in an artistic type of approach.

If you can believe it, there are still photographers out there that use film instead of digital. More clients are requesting digital, which is a more cost-efficient option that allows for a quicker turn-around on prints. Film processing slows down the turn around and runs about 20-30% higher in price than digital, according to Jerome Pollos.

If you are in the market for a photographer, Jerome has a few suggestions for you to consider when making your choice. First, choose a photographer whose photo's you like. While Jerome does post his prices, many photographers choose not to. There is often more value in the services photographers provide outside of price, so make sure you speak with your photographer candidate to find out what services they are offering. Jerome recommends you setup a consultation with the photographer and ask a lot of questions. One question Jerome is asked often is "what happens if you cannot make it to the wedding?". Review referrals online and references that the photographer may have. If there is a short or long lead time on prints, you will want to know that. The main thing is, your photographer and you need to get along. You will be spending a lot of time together on your wedding day.

To ensure photo's do not get lost Jerome uses two different camera bodies with two different memory cards that back up one another. One camera is used for close-up and wide area shots while the other has a telephoto lens. As a photographer that likes to capture the moment, this redundancy ensures that if something happens, Jerome can keep going with minimal to no downtime.

It is important to ask your photographer if they have any "pet peeves". Being a photojournalist Jerome likes to capture things as they happen. So, when a guest overly poses for a photo, Jerome does not like it. He still takes the picture, but feels it diminishes the moment. Another pet peeve that even as a venue we have, is not having a plan. This slows down your event and often causes guests to leave early. A photographer often has a plan that has to balance between strategic timed events such as the ceremony, dinner, cake cutting, first dance, etc. The photographer is working to fill in the holes and capture important shots to the bride and groom, along with moments that happen throughout the day of the wedding. While some may think a "shot list" helps this along,

it can also bind your photographer. If all they are doing is looking at a list for the next required shot, they are probably missing some real interesting moments that may be happening with guests interacting at your event.

We mentioned previously that you are going to have a lot of contact with your photographer. The photographer is one of your most expensive vendors when it comes to weddings. The photographer will have questions that need to be answered to ensure your day is captured the way you want it to be. This helps the photographer have a game plan. Jerome uses a series of questionnaires to get information from his clients to make sure they are a good fit, and that he can provide the photo's that they want. The photographer can often provide great information to a customer about the venue they are using, to the type of lighting available at the venue as well as the timeline of the event.

In your meetings with your photographer, they should provide a turn-around window for prints. Jerome recommends an 8 to 12-week turnaround. The time varies by what additional services the photographer is providing. Are they retouching prints? Correcting color? Or, are they doing nothing and basically handing you a CD of photo's they took with out any retouching or color adjustments? If the turn-around is too short, you may wonder what you are paying for. If your turn-around is more than 12 weeks, your photographer is probably using film, or is just plain lazy and not getting to your prints in a timely manner.

To help your event move along on the day of your wedding you may choose to use a "first look" shot. This is where the bride and groom see each other before the ceremony which frees up time after the ceremony. If taking pictures after the ceremony, plan accordingly. Expect post ceremony photos to take 30-45 minutes which may cause proceeding activities to start later than expected. While photos are taking place it is important to give guests something to do. Most weddings we see go from ceremony to cocktail hour during this period.

If you have not noticed already, both Jerome and Elk Point have stressed timeline throughout this paper. If your timeline is too tight, you risk running activities/events together and unraveling quickly. If your timeline is too loose, your guests are going to get bored and leave early. Jerome likes to start photo's one hour before the dress goes on and ends the day when the bride and groom leave the reception. Although timeline is important, there should be no stress in trying to keep it. Relax, and enjoy the day and the memories that are being made.

Photography is an important, and expensive part of your wedding day. Elk Point provides an amazing backdrop for photos at your event. Please feel free to ask our staff for photographer suggestions and area's on the property that are prime photo areas.