

# The perfect partner

The training offered by Event-Photos is second to none and is designed to open the door to those who want to make event photography a vibrant part of their business

WORDS Terry Hope

Pretty much everyone is agreed that event photography is one of the fastest growing areas of the photographic business right now, and it's small wonder that so many people are turning their sights on this sector. The problem is that breaking into a new area is never easy and there are all kinds of pitfalls for the unwary together with the stress of taking on work without the necessary experience to tackle it in the right way.

This is where Event-Photos can make a real difference: as far back as 1996 Ian Griffiths was importing digital cameras, dye sublimation printers and Expressdigital event software and bundling all these items to service the Early Adopter event photographers to run their businesses. Ian, a photography addict since the age of 10, soon realised that his clients were earning far more than he was, which led him to become an event photographer himself.

"The first event we attended led to 28 further bookings, so as well being event photographers I also had all this work we couldn't attend and so I had to sub-contract it out but there were simply not enough digital eventers to cover the work." Ian saw the opportunity to put not just his event photography experience to work but also his 20 years of marketing, and he began to offer training to photographers and even those from unrelated areas who had an interest in being behind the camera, to teach them the skills they would need to make event photography work on all levels.

Furthermore Ian also decided to use his contacts to provide his growing team of trained specialists with regular work and, at the same time, to turn Event Photos into one of the most vibrant and flourishing event companies in the UK.

"It's difficult to break into the event business without some help," says Ian. "What I offer is the opportunity to learn all about



what's involved through training and the opportunity to go out on the road on a live job with either myself or other experienced professionals to get a feel for what it's all about without the stress of having to manage on your own.

"Those who sign up pay a one-off fee of £750 which is primarily to deter timewasters, and I've had a few of them! Some of the guys have worked with me for nearly 10 years for that fee, which is either too cheap or it works!

"Once I'm sure that someone has reached a level where they can handle their own commissions I give them the opportunity to take on work through Event-Photos: at the moment I've got 34 event teams around the country who work with me in this way and each time I pass through work I charge a flat fee of £50 per job per day, no matter how big the job might be the fee is always the same.

The photographer potentially could make several thousand pounds.

"They keep what they make on the day and then the image rights pass over to Event-Photos. They are subsequently marketed through the E-P website. It's a very good deal for photographers and there is no shortage of work around."

Ian also arranges regular introductory days for photographers who are in the early stages of investigating what event photography can offer them and, for a fee of just £99, they receive a full day experience which will see them attend an event and see how the business works from the inside out. "A few people do this and realise that it's not for them," says Ian.

"Eventing is hard work; we are always at work when everyone else is playing. Others see the potential and it convinces them that this is something they should take further. We will be running six such days in 2009"



**ABOVE & BELOW:** the Event-Photos network features a team of associated photographers based all around the country who tackle a wide range of events with leads passed through to them by Ian Griffiths

## Ian Cann

One of the latest photographers to join the Event Photos network, Milton Keynes-based Ian Cann, was an IT consultant just 18 months ago, but got in touch with Ian after coming across his business card while on a day trip to Silverstone.

"I gave Ian a ring and things just moved on from there," he says. "I took on the training and eventually started to get regular work coming through. Up until very recently pretty much all of my event work was coming through to me via Ian. I found the training I received was invaluable, and it showed me very quickly that learning to use a camera was only a small part of what it was all about. You get to learn about workflow and the kit you should be using and you have the opportunity to go out on what are called 'L-Plate Days,' where you accompany someone experienced and learn on the job.

"The relationship with Event Photos is a good one. It's not a franchise: Ian is more of a business partner and you're free to take on your own work alongside the work that comes through Event Photo, which gives you complete flexibility." ❧



## Useful links:

Event Photos

[www.event-photos.co.uk](http://www.event-photos.co.uk)