



David Chadwick Photography

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First of all, thank you for getting in touch with me and/or requesting some details. I'm totally aware that there are many, many wedding photographers in the market place, all promising to deliver stunning photographs and the decision of who to choose is not easy.

This information, I hope, will be of help in making a decision. Naturally, I'd like you to decide that I offer an unbeatable blend of technical expertise, creativity, passion,

dedication, customer service and value! However, at the end of the day I strive to make sure that my clients have complete confidence in me and if that's missing for any reason, no hard feelings. I'd really appreciate your feedback as to why you decided to go with another photographer and I'll try to improve, but there is absolutely no pressure to employ me.

I'll describe what *I* try to achieve for my customers, my mission statement in effect.

My Guarantee

- To deliver high quality photographs of your wedding day;
- To listen to your wishes and meet them wherever possible;
- Once your wishes have been met, to then surpass your expectations using my experience and work ethic;
- To liaise with you on a regular basis before, during and after the wedding;
- To offer advice, where requested, on any aspect of wedding planning. Obviously the emphasis will be on the photography, but I've been to a lot of weddings!;
- To interact with you and your guests in a friendly, unobtrusive and professional manner at all times;

- To deliver photographs, prints, albums, etc to an agreed timescale;
- To respect your privacy and your investment in perpetuity; and lastly, in summary:
- To enhance your memories of your wedding day.

So what does this actually mean in reality? Basically, my reputation and work satisfaction rests on you, my client, knowing that you made a good choice in retrospect.

The Day

Allow me to describe a typical wedding day from my perspective.

All my gear will be unpacked and re-checked on the morning of the wedding. I'll then read through all the information I've gathered and set off to the first location.

Normally and wherever possible, I'll stop by the ceremony venue to see if anything has changed. This could be seating plans, the room or even something like repositioning of flowers. Its also great to introduce myself to any staff / helpers.

Usually, its then on to capture the bride's preparations. As a (male) photographer I'm very conscious that my presence can potentially add an element of stress to the proceedings and so, as I will have already discussed with you, you can tell me to **go away** at anytime. Most of the time I'll know when to make myself scarce. There are plenty of other elements I can be taking photographs of so I can come back later, or not; it's the bride's choice.



I will probably be getting the shots I'd like to get by asking, for example, if you wouldn't mind moving a bit closer to the window, or "could I close the curtain / switch on that light, etc?" My aim is not to set up the photographs as such, more

create the environment for them to happen. Once the bride is prepared, however, we may have a bit of time to do some slightly more posed, but still natural photographs - you're only going to do this once after all and it's a great time for a bit of fun and creativity!

I'll typically stay about an hour, perhaps shooting off to see how the groom is getting on. Obviously, if the locations are a long way apart this might not be possible or I'll have suggested a second photographer. But normally I'll try to be there to capture the bride leaving for the ceremony and leave a few minutes ahead at the other end to take some photographs of the groom and guests waiting and the bride arriving.



We will have already discussed the ceremony in some detail as, apart from being the most important element of the day we all only get one chance at it! We'll have discussed beforehand what you would like but also what you don't want and the other restrictions that could be found there. For example, if its particularly dark or if I don't think I'll be able to move without causing a distraction.

I am particularly aware at this stage that photography might not be appropriate. This of all moments will be remembered by the couple for ever and I don't want that memory to include the sound of a camera shutter as the vows are being exchanged. I will be as discreet as possible and if that means, either by request or my judgement, that I don't capture a particular moment I would rather have it that way - I'm certainly not a paparazzi photographer!



After the ceremony, everyone is always more relaxed, especially you. We'll have discussed setting some time aside for more formal shots but I don't think it's a good idea to go straight into it. Everyone will want to congratulate you and you'll just want to enjoy the moment. I'll be in the background at this point, capturing the emotions of everyone present and enjoying the moment myself.

Many couples say to me that they don't really want the traditional, "line up" shots and that's fine, but I'd advise that these are often asked for by guests / relatives so it is worth having a few including all the main players. The process can be fun, quirky and relatively short lived (usually $\frac{1}{2}$ - $\frac{3}{4}$ of an hour) so I think its worth doing. It also gives the opportunity for your guests to take photographs and far from being an annoyance to me (many

photographers hate this) I think it makes the whole experience more inclusive and fun for everyone.



This is often the most demanding part of the day for me, mainly in terms of organising people, and I'll usually recruit the help of the best man, bridesmaid or another person who is familiar to most of the guests. I will have asked you for a "shot list" which may sound a bit rigid and un-spontaneous but it's a very useful guide to make the process quicker and more enjoyable.



After this, I'll revert to a more "documentary style", capturing moments simply as they happen.



I'll have a plan of where to be for key moments such as the entrance of the couple into the reception, the cake cutting, first dance and so on. A note on these events - I don't do *mock* scenarios. For the whole day I'll be working to fit in with your plans and not the other way around. This may mean you may have to give me a moment's advance notice but there will be no question of having to set something up for my benefit.

Having said that, I'll always suggest that you, the newly married couple, and I take a bit of time out and go for a walk. This could be in the gardens of the venue, a favourite room or even a short drive away. We can do this with the wedding party too, but at some point I'd suggest just the two of you and there are a couple of reasons for that.



Firstly, it's a time when some of the best photographs are taken: all the pressure is off and all there is to do now is relax and

enjoy the celebration. All your emotion from the day, the last few days and all the time leading up to your wedding can come out and be shared between the two of you. Secondly (and this is related to the first reason) this will probably be the first chance you've had to be alone (well, almost) together and it's a great chance to leave the party behind and catch your breaths. You can blame me for being absent for a while!

In fact, if you want to be totally alone, you can just tell me. I'll be there for the rest of the day and if you want to take a few opportunities for this kind of moment in whatever location, that's great. I'll do anything that's physically possible to capture photographs that will delight you.

Towards the end of the day, after speeches and dinner (I won't be too much in evidence here as no one likes to be photographed eating. I'll be using the time to back up photographs from earlier in the day.) I'll be in party mode to capture your guests in full swing.



This is also a great time for portrait requests from anyone or everyone or some more photographs of the venue and details. I'll leave the venue only when you *and* I are happy that I've captured all I possibly can.

What I Supply

Most importantly, the package includes all the photographs from the day. Well, you won't see the out of focus ones or those where I'm testing exposures, but mostly all. Sometimes the shots that I don't consider the height of my technical and creative ability can be very special to you for the moments they capture.

So, the DVDs I give to you will be brimming full. I'll select my top 100-200 and put them on a separate disc just to make them a bit easier to view / show. I'll also take a bit of extra special care in processing these, perhaps trying a few creative styles but I'll supply all the photos in black and white too.

Next, I'll supply my selected photographs at an e-mailable resolution so you can post / send / share them more easily and I'll post them on my website in a password protected gallery.

Lastly, I'll supply some prints. I much prefer having something to give other than a few DVDs so in the past I have

done, for example a selection of 10x8 prints, a couple of much larger prints or a small, simple album with a larger selection. We can discuss what you prefer.

When it comes to more formal albums or photo books, I'm more than happy to put these together for you or offer help and advice. I can also process any of your photographs in another style of your choice, crop, resize and so on. Please note though that these services may attract a small, additional cost for my time depending on the amount of work required.

Finally, I must stress that the photographs are *yours* (although I will safeguard copies, just in case..) so you can print them as you require, whenever and wherever you like. The only restriction I place on you is that you do not use them commercially (e.g. magazines) or for resale. I will probably like to use some to promote my photography but I will ask your permission to use them.



I hope that this short introduction to the way I work has been helpful in moving you towards your choice of wedding photographer. If you go on to book another I sincerely wish you all the best for your day and the future. Otherwise, I eagerly look forward to meeting you!

Dave