Social Photography 101

CCS Winter Open House & Training 2023

Jack Counts III

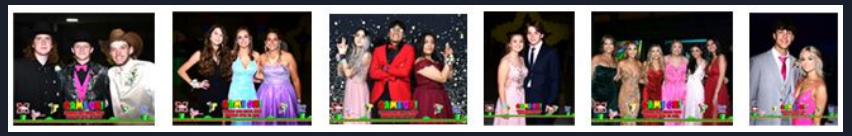
JC3@candid.com

Are Social Events Worthwhile?

Well, let's look at some numbers!

CCP's Mustang High School Prom 2022 (*Highest Total Prom Sales 2022*):

- 3-Hour Event
- 5.5 Photographers Present
- 16.5 Photographer Hours Total
- ***$6,920 in Sales***
- $420 Sales / Photographer Hour
- 76% Profit Margin (*After Lab Costs*)
- ~$320 Profit / Photographer Hour
- ***Data Collection Done With Selfie Registration! (More on this later)***



Well, let's look at some numbers! (Part 2)

33 Party Pics Now! Proms were analyzed to find some averages:

- $4.60 - Sales / Subject
- $2.07 - Sales / Image
- $250 - Sales / Photographer Hour
- 78% - Overall Profit Margin (*After Lab Costs*)
    - $3.59 - Profit / Subject
    - $1.62 - Profit / Image
    - $195 - Profit / Photographer Hour

Well, let's look at some numbers! (Part 3)

7 Party Pics Now! Football Tailgates were analyzed to find some averages:

- $3.43 - Sales / Subject
- $2.01 - Sales / Image
- $44,000 - Sales in 2021
- Party Pics Now! Increased The Sales Averages:
  - 2019 Season vs 2021 Season
  - Sales / Subject - Up 20%
  - Sales / Image - Up 13%
  - Why? Speed!

Well, let's look at some numbers! (Part 4)

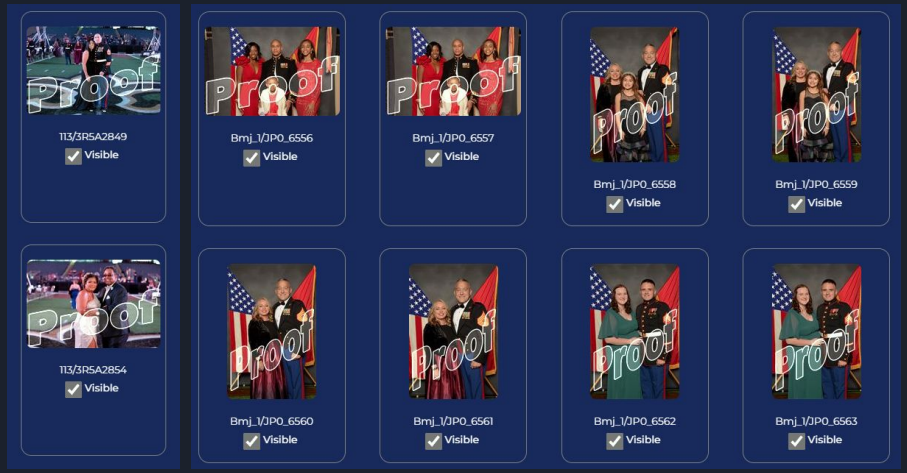
In 2022, we made improvements to Party Pics Now! and it benefitted CCP's tailgates:

- Sales / Subject
  - 2021: $3.43
  - 2022: $3.80
    - +11%
- Sales / Image
  - 2021: $2.01
  - 2022: $2.34
    - +16%
  - ***+30% from 2019!***

Well, let's look at some numbers! (Part 5)

In November 2022 Amy Lombardo & Company did their first Party Pics Now! event!

- A yearly USMC Military Ball
  - $15,470.43 in sales
  - $12,866.87 in after-lab profit
  - 3076 Images
  - 772 tapped faces
  - 83% margin on sales & shipping
  - $5.03 sales per image
  - $20.04 sales per tap



TOTAL	3076	14631.84	838.59	15470.43	0.83	12866.87	772	20.04

If we split the difference between the Profit / Photographer hour at the tailgates and the Profit / Photographer Hour at the proms, we can find a conservative, average, **Profit / Photographer Hour of**:

$175

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Let's say you or your photographer spent only 6 hours each week shooting social events, every week, for a year...

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$54,600

*In **profit** per year, shooting social events 6 hours a week, every week*

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$45,240

*In **profit** if you paid a photographer $30 per hour to photograph those 6 hours a week for you*

So… are they worthwhile? *Yes!*

- Yes, it is true that Sports, Graduations, Picture Days, and the like *typically* generate higher sales per person and per image than Social events…
- ***BUT*** those market's events only happen so many times per year.
- Social Events and Special Events happen year round, and are very low risk.
    - *The worst performing prom of the 33 proms still had a Profit / Photographer Hour of $50.*
- ***AND*** with enough photographers and images, Social Events *can* generate good overall sales numbers (*$6920 at Mustang Prom, $44,000 at OU games!*)
- *Sales aside, there are **many** upsides to covering Social Events during the year!*

How Social Photography Can Help *Any* Photography Business Scale Up

- Social and Special events can give you and your photographers:
  - Year-round opportunities to get paid.
  - Year-round opportunities to stay practiced.
- They keep your photographers in the loop and engaged with your business, helping you maintain and grow your pool of photographers so that you can cover more Social Events, Graduations, Sports Leagues, Schools, etc.!
- There are also ***many*** networking and booking opportunities that can arise from promoting your business when covering Social and Special Events!

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So, What Does It Take To Cover Social Events?

- *Preparation*
- *Booking*
- *Photography*
- *Marketing*

Preparation

Preparation:
Choosing your NowCandid workflow

- **Selfie Registration** *(tablet not required)*:
  - Guests scan a QR code w/ phone to upload selfies and contact info
- **Tap-A-Face** *(tablet required)*:
  - Guests tap their face on tablet to input contact info after photo taken
- **Scanner Identification** *(tablet and scanner required)*:
  - Guests scan unique QR cards w/ phone to input contact info
  - Photographer scans guest QR card before taking photos

Choosing your NowCandid workflow: Selfie Registration

1. Subject Scans Event QR Code
2. Directs to an online form
3. Subject enters info & uploads a selfie
4. Photograph the Event
5. Upload Images
    a. Automatically via tablet during event ***OR***
    b. Manually after event via NowCandid.com
6. Done!
    a. Face matching pairs their pics
    b. Link to gallery delivered after first upload

Choosing your NowCandid workflow: Selfie Registration

- **Selfie Registration** *(tablet not required)*:
  - Good for proms or other events where you want to sell to non-present parents
  - Having staff dedicated to generating selfie registrations frees up photographers to take more photos
    - *Dedicated staff to get selfie registrations is recommended!*
  - Photos can be uploaded via nowcandid.com after the event, or during the event if equipped with an LTE tablet
  - Good for events where you have at least one photographer per 150 guests

Choosing your NowCandid workflow: Selfie Registration

- **Selfie Registration Tips:**
  - *Don't rely on pre-registrations. Focus on on-site registrations!*
  - Have personnel promoting "Selfie Check In" at the event
    - Selfie Check In Signage
    - Selfie Check In QR Cards being handed out
    - Selfie Check In QR lanyard on photographers
  - Double check that participants have completed registration
    - Ask to see the confirmation code

Choosing your NowCandid workflow: Tap-A-Face

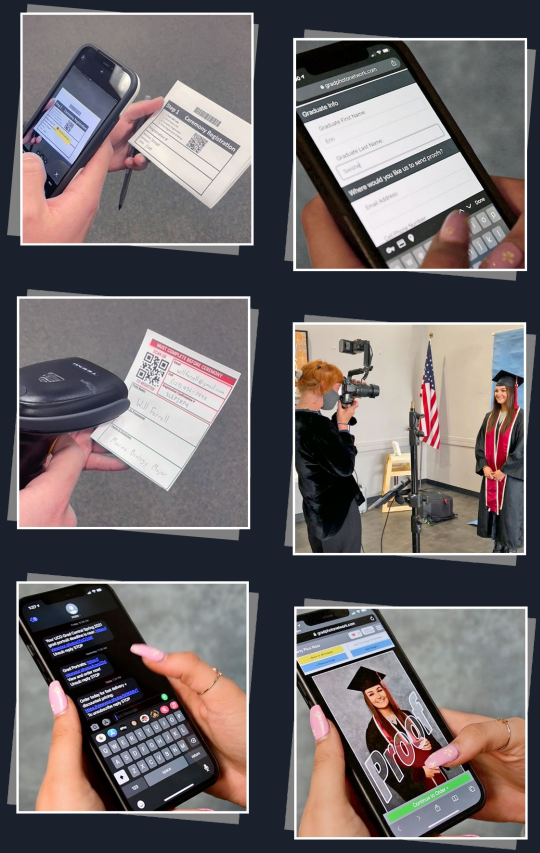
1. Photograph the Subject
2. Tap-A-Face
    a. Once for each subject
3. Enter Phone Number
    a. And/or email address
4. Done!
    a. Face matching pairs their pics
    b. Only collect data once
    c. Link to gallery delivered in minutes

Choosing your NowCandid workflow: Tap-A-Face

- **Tap-A-Face** *(tablet required)*:
  - Good for events where photographers are very outnumbered
    - Over ~150 guests per photographer
  - Good for photo stations
    - Can use assistant mode to have an assistant collect data from photographed guests while already photographing the next guests
  - Requires a tablet, but it's the simplest NowCandid workflow to execute!

Choosing your NowCandid workflow: Scanner Identification

1. Print unique QR cards
2. Subject scans unique QR code
3. Directs to an online form
4. Subject enters contact info
5. Photographer scans guest's QR card
6. Photographer takes photos
7. Done!
    a. Pics are now uploaded and matched to the guest
    b. Link to gallery delivered after first upload



Choosing your NowCandid workflow: Scanner Identification

- **Scanner Identification** *(tablet & scanner required)*:
  - Good for events with young children being photographed without parents
    - Does not use facial recognition
  - Good for events with many strangers or a need for privacy
    - Does not have an “all” gallery
  - Good for events where guests wear masks or costumes
    - Does not rely on facial recognition to pair images

Not only do you need to choose your Workflow…

You also need to choose a Program!

Preparation:
Choosing your NowCandid program

- The Party Pics Now! Program:
  - Sales-Oriented photography (*selling to event guests*)
  - Need good data collection to get good sales
- The QuicPics Program:
  - Service-Oriented photography (*paid up front by organizer/sponsor/etc.*)
  - Need a good graphic title and good photography

Getting Prepared: Party Pics Now!

- Subjects receive an image gallery link via text in minutes after image upload
  - Variety of products, downloads, and packages to buy
  - Image gallery has both static & scrolling watermarks
- Premade offers & marketing utilize social-oriented samples and graphics
  - Proven text & email campaigns
    - Prices go up over time to incentivize sales while subject's interest is highest
  - Simple, effective offers at a wide-variety of price levels

Getting Prepared: QuicPics

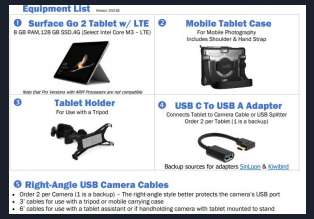
- Subjects receive the image via text (*or email*) in minutes
  - A medium-resolution image with the event's title/graphic
  - Images can also be downloaded from the retail site for $0
- Photographer is charged for every *upload*
  - $0.31 for each image taken & uploaded
  - No charge per image downloaded by guests
- Only 1 post-event marketing text
- *Promotes your business information as well!*

To use PartyPicsNow & QuicPics:

01

Make a nowcandid.com account

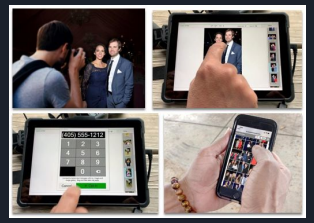
- Create and manage your events
- Access to customizable demo videos, fliers, graphic titles & more
- Order physical QR code displays



02

Build your photo kit

- Camera (*Nikon or Canon needed if using a tablet*)
- Recommended accessories & attachments
- Microsoft Surface Go 2 or 3 w/ LTE (*if using a tablet*)



03

Install the NowCandid application (*if using a tablet*)

- Runs on Windows devices
- One application for all of NowCandid's software suite

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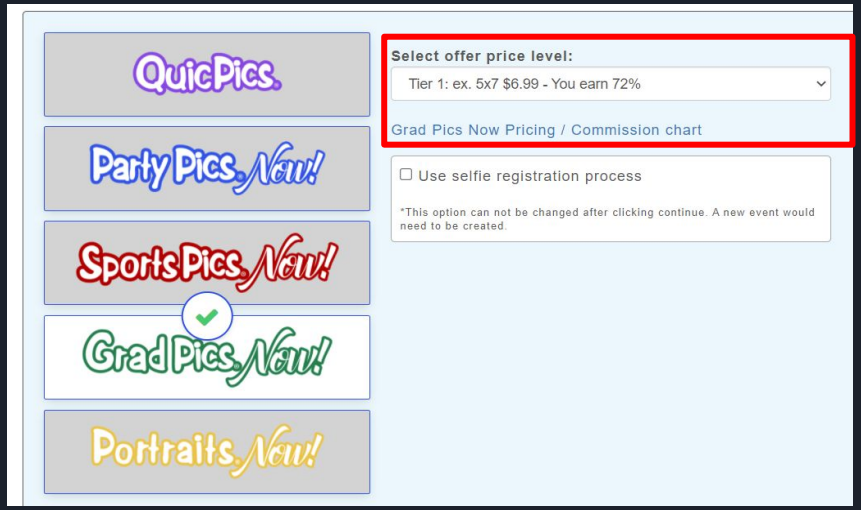
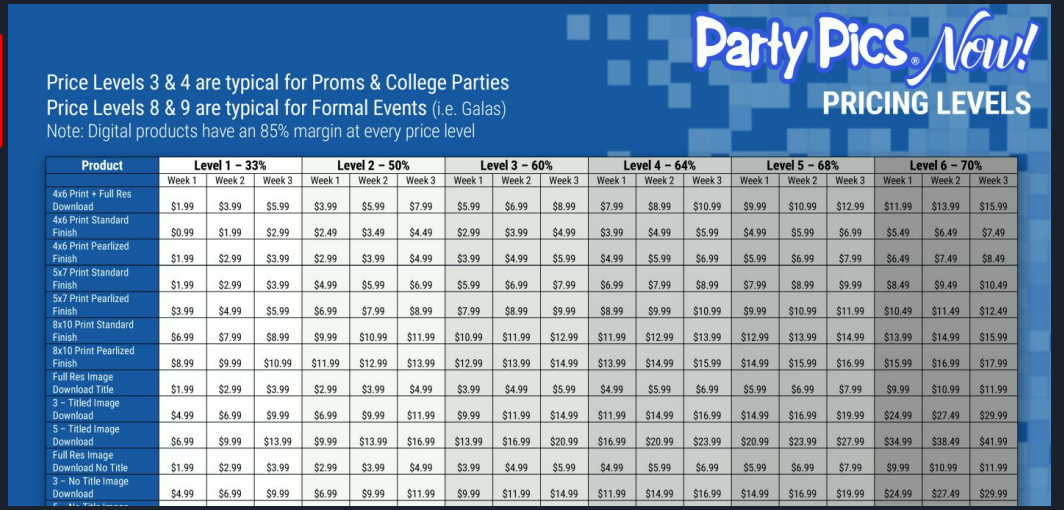
With NowCandid, you'll need to choose your price level and a title option

Preparation:
Price Levels

- Product prices increase as the selected Price Level increases
- Prices increase after Week 1/2/3 corresponding with the marketing campaign content
- The Price Level Margin applies to all physical products sold
- All digital-download-only products have a static 85% margin across all price levels
- Photographer earns X% of all sales & *shipping* for the event

Preparation: Price Levels

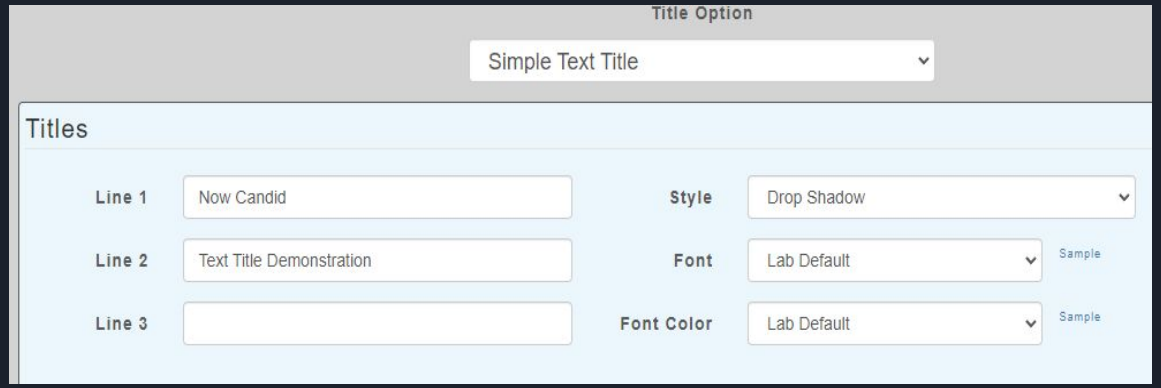




Product	Level 1 – 33%			Level 2 – 50%			Level 3 – 60%			Level 4 – 64%			Level 5 – 68%			Level 6 – 70%		
	Week 1	Week 2	Week 3	Week 1	Week 2	Week 3	Week 1	Week 2	Week 3	Week 1	Week 2	Week 3	Week 1	Week 2	Week 3	Week 1	Week 2	Week 3
4x6 Print + Full Res Download	$1.99	$3.99	$5.99	$3.99	$5.99	$7.99	$5.99	$6.99	$8.99	$7.99	$8.99	$10.99	$9.99	$10.99	$12.99	$11.99	$13.99	$15.99
4x6 Print Standard Finish	$0.99	$1.99	$2.99	$2.49	$3.49	$4.49	$2.99	$3.99	$4.99	$3.99	$4.99	$5.99	$4.99	$5.99	$6.99	$5.49	$6.49	$7.49
4x6 Print Pearlized Finish	$1.99	$2.99	$3.99	$2.99	$3.99	$4.99	$3.99	$4.99	$5.99	$4.99	$5.99	$6.99	$5.99	$6.99	$7.99	$6.49	$7.49	$8.49
5x7 Print Standard Finish	$1.99	$2.99	$3.99	$4.99	$5.99	$6.99	$5.99	$6.99	$7.99	$6.99	$7.99	$8.99	$7.99	$8.99	$9.99	$8.49	$9.49	$10.49
5x7 Print Pearlized Finish	$3.99	$4.99	$5.99	$6.99	$7.99	$8.99	$7.99	$8.99	$9.99	$8.99	$9.99	$10.99	$9.99	$10.99	$11.99	$10.49	$11.49	$12.49
8x10 Print Standard Finish	$6.99	$7.99	$8.99	$9.99	$10.99	$11.99	$10.99	$11.99	$12.99	$11.99	$12.99	$13.99	$12.99	$13.99	$14.99	$13.99	$14.99	$15.99
8x10 Print Pearlized Finish	$8.99	$9.99	$10.99	$11.99	$12.99	$13.99	$12.99	$13.99	$14.99	$13.99	$14.99	$15.99	$14.99	$15.99	$16.99	$15.99	$16.99	$17.99
Full Res Image Download Title	$1.99	$2.99	$3.99	$2.99	$3.99	$4.99	$3.99	$4.99	$5.99	$4.99	$5.99	$6.99	$5.99	$6.99	$7.99	$9.99	$10.99	$11.99
3 – Titled Image Download	$4.99	$6.99	$9.99	$6.99	$9.99	$11.99	$9.99	$11.99	$14.99	$11.99	$14.99	$16.99	$14.99	$16.99	$19.99	$24.99	$27.49	$29.99
5 – Titled Image Download	$6.99	$9.99	$13.99	$9.99	$13.99	$16.99	$13.99	$16.99	$20.99	$16.99	$20.99	$23.99	$20.99	$23.99	$27.99	$34.99	$38.49	$41.99
Full Res Image Download No Title	$1.99	$2.99	$3.99	$2.99	$3.99	$4.99	$3.99	$4.99	$5.99	$4.99	$5.99	$6.99	$5.99	$6.99	$7.99	$9.99	$10.99	$11.99
3 – No Title Image Download	$4.99	$6.99	$9.99	$6.99	$9.99	$11.99	$9.99	$11.99	$14.99	$11.99	$14.99	$16.99	$14.99	$16.99	$19.99	$24.99	$27.49	$29.99

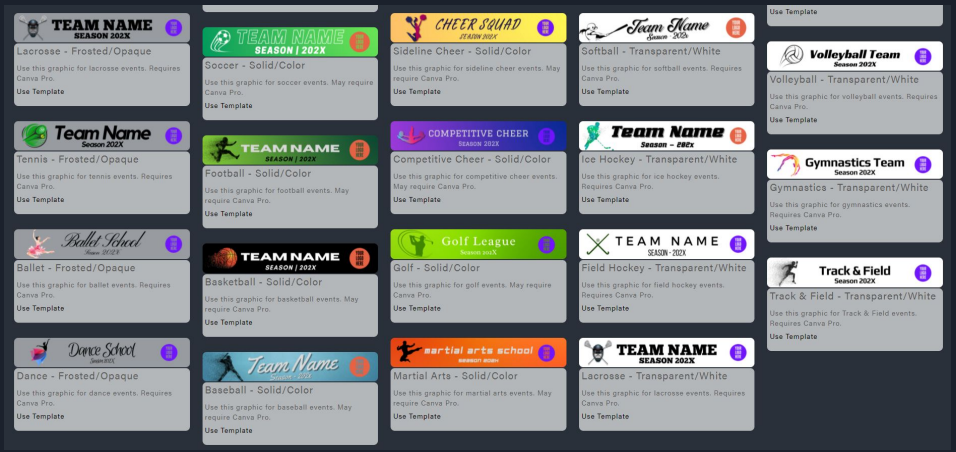
Title Options:
Text Titles

- Simple to use
- Many options available
  - Drop Shadow & White Box
- Downloadable samples



Title Options: Graphic Titles

- 3000 x 500 recommended
  - 6:1 Ratio
- Canva Pro
  - Allows transparency



- Use big text & minimalistic design
  - Graphic *seems* bigger when designing
- Other ratios work too!
  - 5:1, 4:1, etc.

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You could do social events with PhotoMatch, but...

With NowCandid You Can:

01

Save Time

- Event setup is incredibly quick
- Pre-made, proven offers & marketing campaigns
- Automated face matching & marketing happens ***live during events***

02

Make More Money

- Slight lab discount! (~8%)
- Proven offer & marketing that can increase overall sales
- Making sales *during* the event can increase overall sales

03

Work Less

- Walk away from events completely done
- Marketing, fulfillment, accounting and **customer support** is handled
- Accounting is simple, consistent, and predictable

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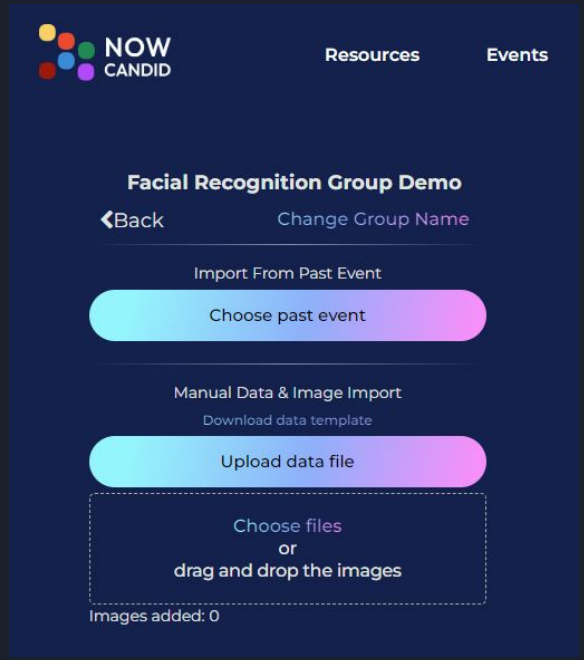
Bonus Workflow: With NowCandid you can also create “Facial Recognition Groups”

Facial Recognition Groups

- Uses past faces & info to create a group of facial recognition profiles
- Can be exported into NowCandid events to match past info to new photos using facial recognition
- Can be powerful to cover a Prom at a school where you do picture day
- ***BUT, ensure you have permission!!!***



	A	B	C	D	E	F
1	CellPhone	Email	FirstName	LastName	ImageName	
2	4053656718	fecokc@g	Foster	Counts	21	
3	4054437073	jc3@candi	Jack	Counts	22	
4	4053656631	secokc@g	Sawyer	Counts	23	
5	4058200679	jack@can	Jack	Counts	24	
6						
7						

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So, What Does It Take To Cover Social Events?

- *Preparation*
- *Booking*
- *Photography*
- *Marketing*

Booking

Some event examples for Party Pics Now!

- For many events, charging a fee to provide photographers is not necessary!
  - Providing a free service of event photography, purchasing photos is optional
  - Helps get photographers into events that may not have the budget for QuicPics, but a lot of opportunity for sales
- Many types of events!
  - Proms, Date Parties
  - Tailgates, Sporting Events
  - Father/Daughter Dances, Public Local Events

Some event examples for QuicPics

- Going through an event organizer
  - Reunions, luncheons, galas, corporate parties, balls, *charity events*
  - Often around $200-$300 charged per hour, per photographer
- Going through an event's sponsor
  - Put the sponsor's branding on the image graphic title
    - Sends social-media-ready images straight to guests w/ sponsor brand!
  - Rates will vary, but generally be much higher than deals with event organizers

Some event examples for QuicPics

- Ticket sales
  - By tacking on a fee to every guest's ticket cost, you can get paid that way
  - +$12 to every prom ticket, 400 guests, $4800 for 3 hours & 3 photographers
- Arrangement with a party/wedding planner or a venue
  - Photographer can establish themselves as a venue or planner's go-to
    - Planner/venue get some sort of commission, generates more bookings
- ***Or*** doing a QuicPics event for ***free*** to promote your photography business
  - Helps generate new bookings by texting your business info to guests!

Provided Booking Materials

- At nowcandid.com, we have a growing library of booking materials that you can customize and show to gatekeepers & decision makers to help you book events
- Mainly these materials come in two forms:
  - Short customizable booking videos
  - Customizable booking fliers
  - *Both are customizable Canva templates*

Booking Strategies

- One of the best ways to find new leads in the social event market (*and beyond*) is to ***strategically*** do free QuicPics events.
  - Chamber of commerce events
  - High profile charity events
  - *Anything in your area where socialites gather!*
- QuicPics (*and NowCandid in general*) heavily promotes your business and the contact/booking info of your choice.
  - *Utilize a graphic title that promotes your business as well!*

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So, What Does It Take To Cover Social Events?

- *Preparation*
- *Booking*
- *Photography*
- *Marketing*

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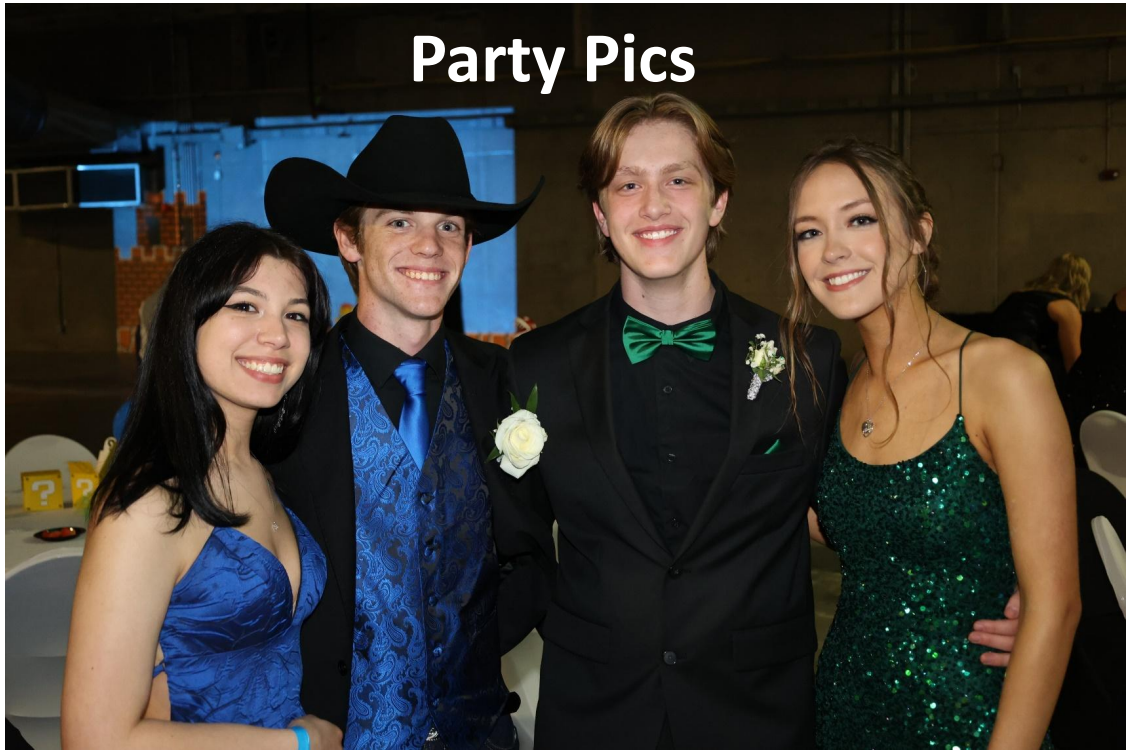
Photography

Steve Foisy

Social Photography Tips and Demonstration

steve@candid.com for Social Photography Tips

Primary Types of Social Event Photography



Equipment to Use for Party Pics

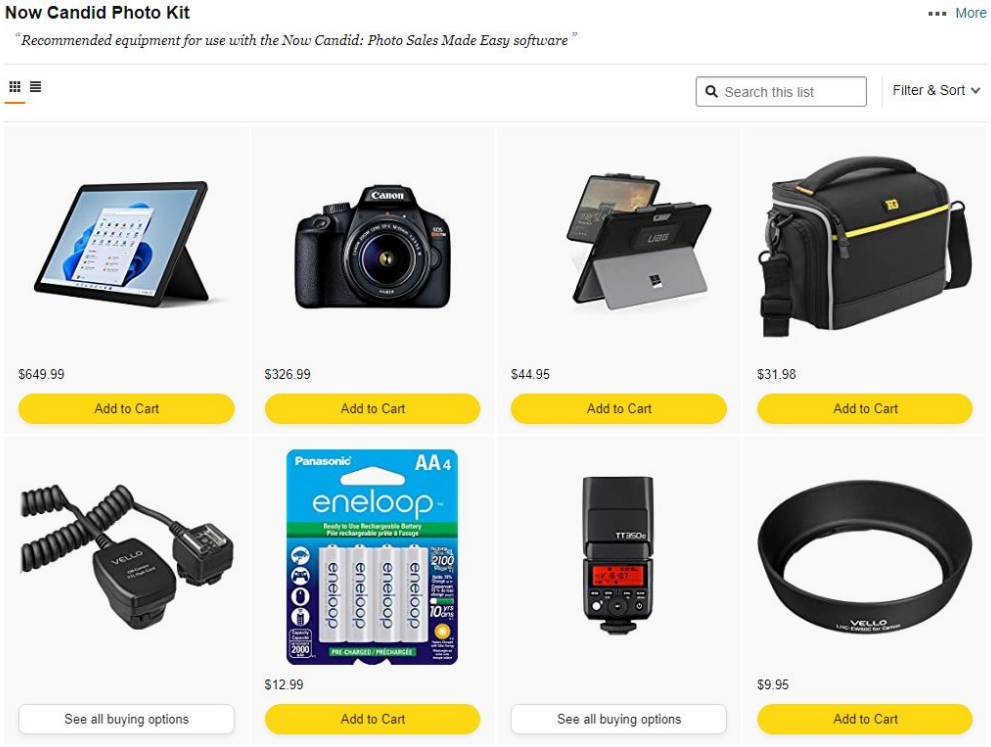
- Camera
- Lens
  - 18-140
  - 24-70
  - 35 for Crop Sensor – Human Zoom
  - 50 for Full Frame Sensor
- Flip Bracket
  - Reduces side shadows on vertical shots since flash stays over lens
- Speedlight
- TTL Flash to Camera Cable

Doing Party Pics With A Tablet

- We Use the Surface Go 2 (or 3) Tablet
- Tablet is connected to the internet via a cellular (or Wi-Fi connection)
- NowCandid
  - Upload images as taken
  - Collect data if using Tap A Face
- Shoulder case for hands free carrying
- Connected to Camera via USB Cables
- Guests can also see images as taken on the tablet which encourages more pictures to be taken

NowCandid Equipment

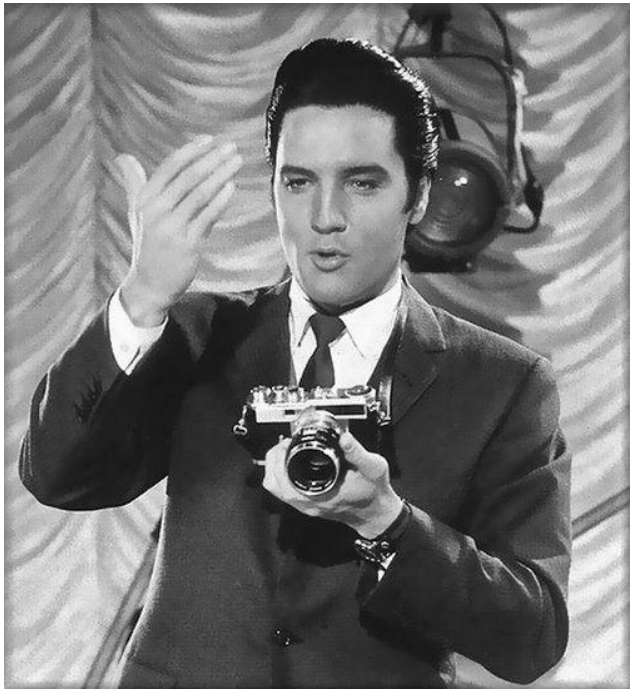
Scan for more equipment information!



Keys to Success in Social Photography

Quality Photographers

- Must recruit trainable outgoing personalities
  - *As well as people who take care of their appearance and apparel!*
- Aggressive & Persistent
- Always on the move and never just standing in a corner at an even
- Do what's needed to get a good shot
- They create their own photo opportunities!
- Energetic photographers will energize guests to want to more photos taken



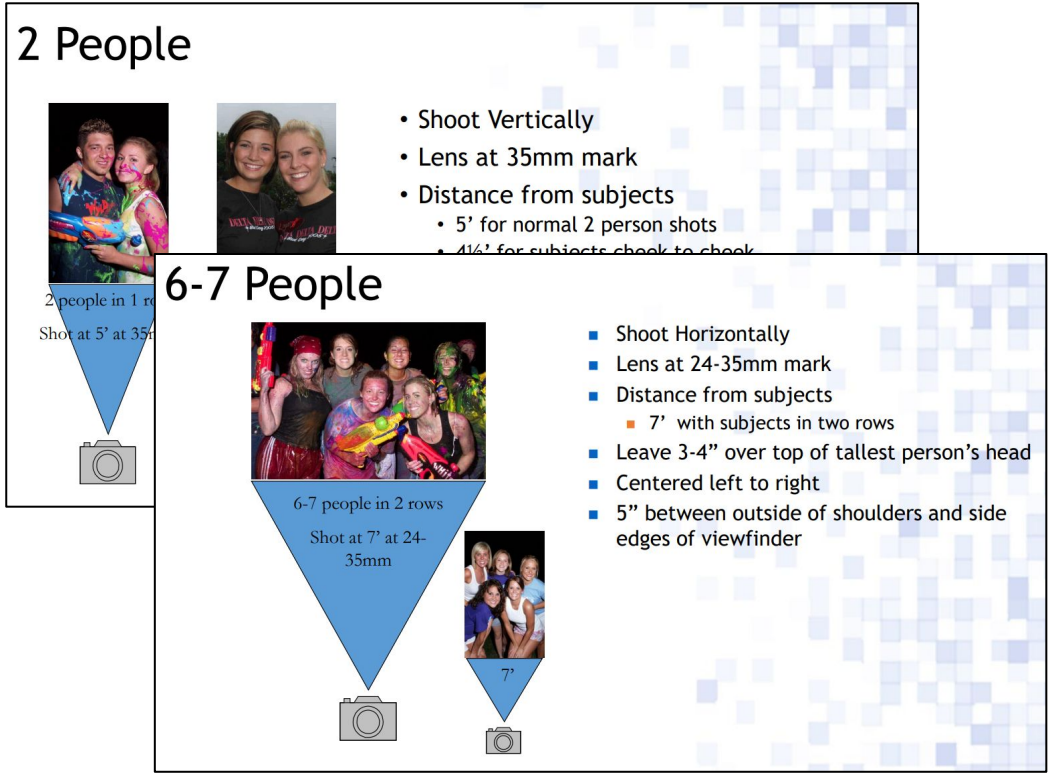
Critical Mass of Images – It's a Numbers Game

- Sending too few photographers to an event can cost you sales and profits
- 1 per 200 Guests
- Image goals are 100 unique images per hour per photographer
  - That is 25 images every 15 minutes
  - That is 1.6 images per minute
  - You can do a lot in 60 seconds!
- Monitor images uploaded live from a tablet to determine if photographers are on track and give feedback

Taking Quality Images

Photographers Must Be Trained and Retrained Frequently

- Ask about our hands-on training programs
- Use role playing during training so trainees become comfortable with the process and how to engage customers
- One training session does not mean they are ‘Trained’!

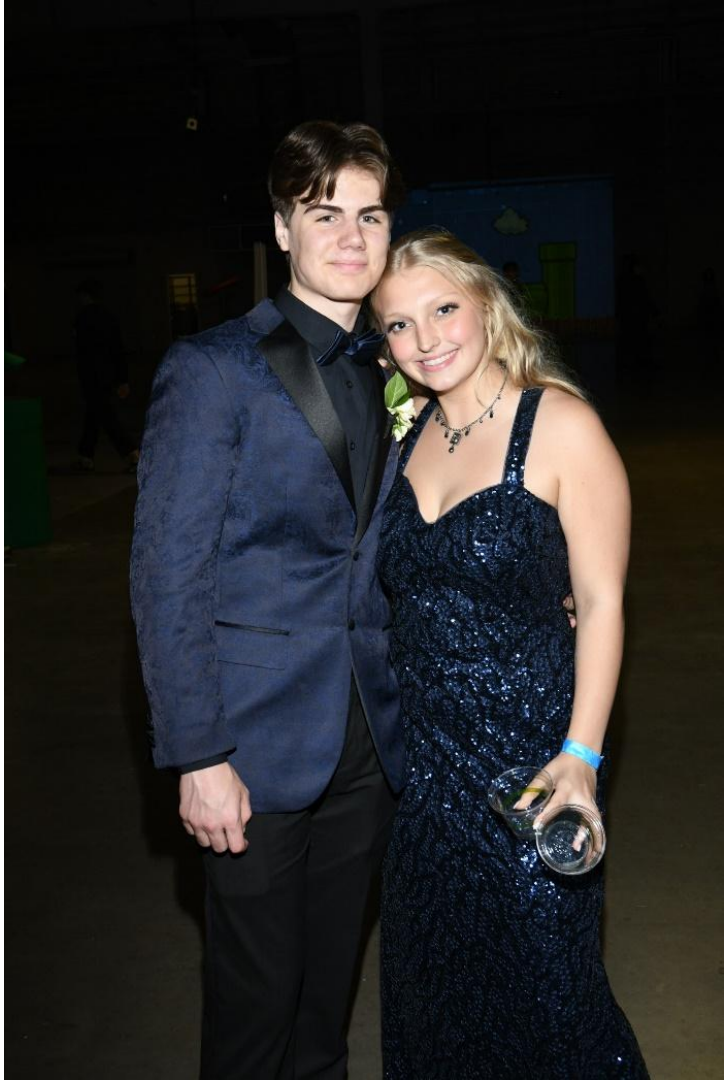


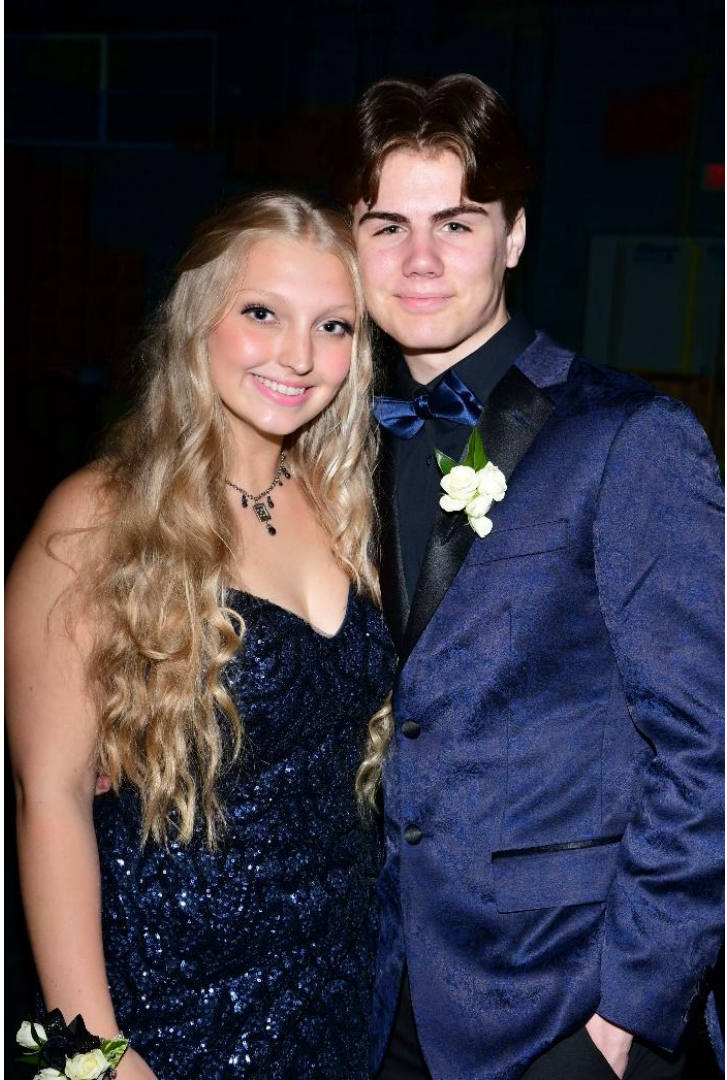
Photographer Compensation

- Performance based
- Paid only for unique saleable images taken
  - Properly cropped
  - Properly focused
  - Properly exposed
  - Properly posed
  - Properly composed
- Can pay by the frame or by the number of faces
- More faces in unique images will yield more sales and more pay for the photographer

Images are Properly Cropped

- Larger faces sell
- Which would you buy?
- Crop for 4x6
- Most common size sold





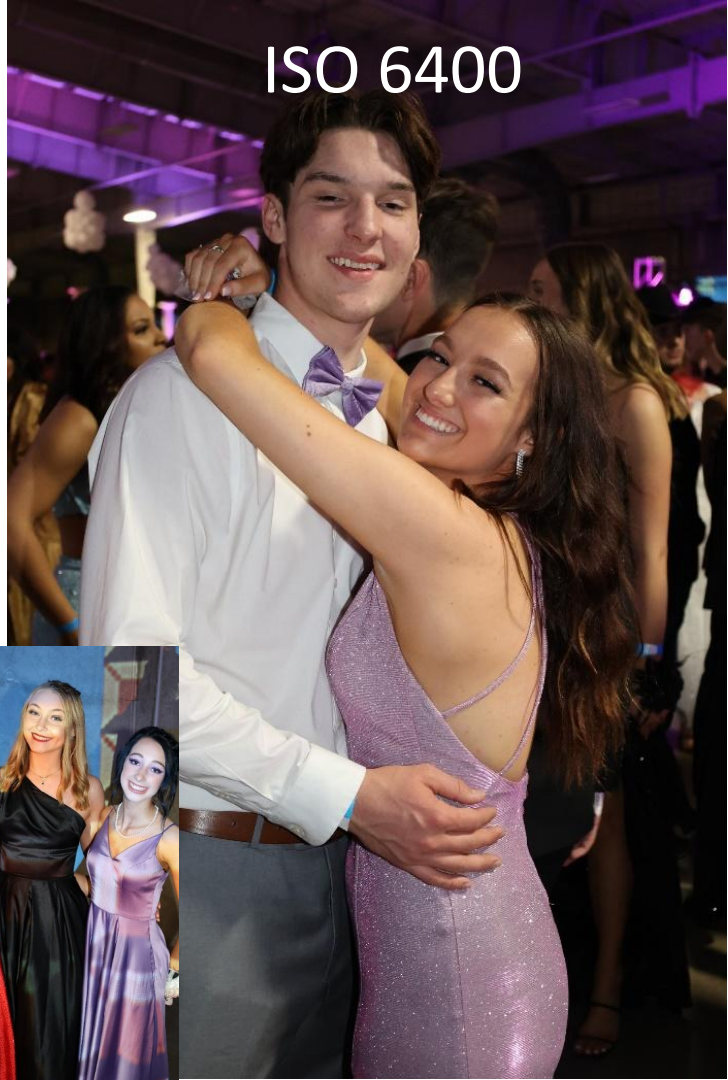
Horizontals

Images are Properly Focused

- Set camera to auto detect focus mode to use all available focus points
- DSLR's utilize a red focus assist beam from the speedlight to help in lowlight conditions
- Mirrorless cameras rely on their light gathering abilities for low light conditions since they cannot see the red pattern

Images are Properly Exposed

- Camera
  - Program Mode
  - ISO 800 - 6400
  - ISO 100 for outdoor daytime
  - White Balance
    - 5560-5600 K
    - or Auto
  - Matrix Metering
  - Small Resolution for faster uploads
- Speedlight on TTL



Images are Properly Posed & Composed

They either pose for you or you pose them

No Journalistic or Action Shots – They Do Not Sell

Images are Unique - Duplicates do not make you money

- Only take again for blinks, not ready, photographer settings error, etc.

Increase Image Counts with Pattern Shooting

D98_0194

- Break up groups into subgroups/combinations
- More choices increase purchase opportunities
- 2 Couples, then each couple, then guys, then girls

Projection

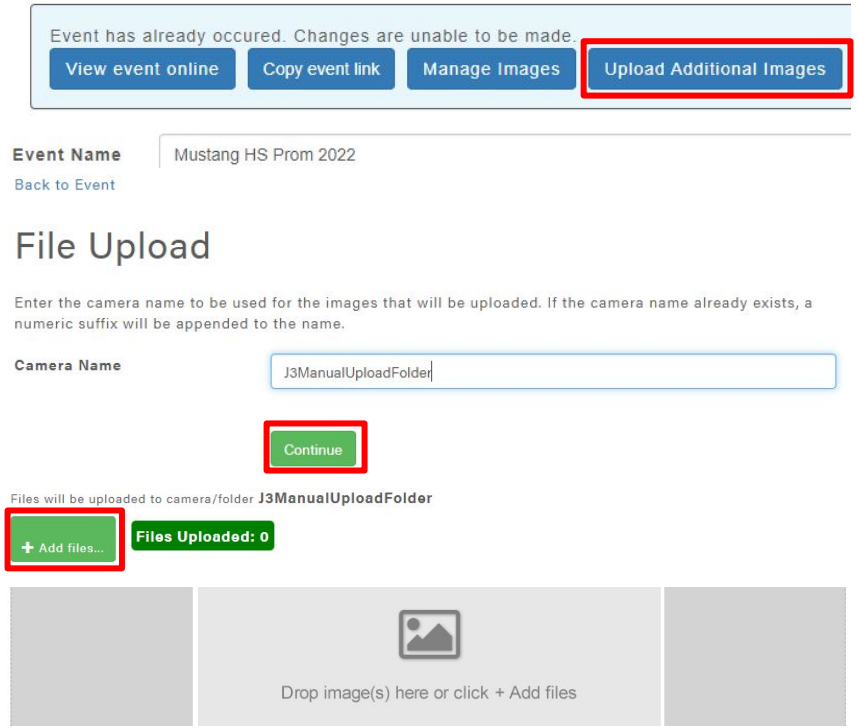
- Add projection as a free or paid add-on service
- If uploading images as taken, a laptop or tablet with internet can be hooked up to the projector to run a slideshow of all images uploaded
- http://slideshow.candid.com
- Generates excitement and desire to have more pics taken

Portraits

- Most use single light with umbrella
- Use modeling light for better visibility
- Use an 8x8 or similarly sized background for couples and small groups
- Muslin, canvas, or unlighted white for TKO
- With TKO cutouts, you can offer background images online to match the event theme

Post Images Promptly

- With a tablet and an internet connection, images can be posted within minutes and will yield better sales
- Images can also be uploaded periodically during the event from a laptop or other Windows device if you have connectivity, via nowcandid.com



Training Opportunities and Questions

See Darwin and Steve during a break

Photography:
Final Notes

- Having a photo station with a nice or custom backdrop (*in addition to roaming party photographers*) typically will boost your sales per image, and sales per guest.
    - It also is a way to make the most out of any “shy” photographers in your employ.
- Out of 33 proms, the *average* profit per photographer hour was $195 and the *lowest* (by a lot) profit per photographer hour was $50.
    - Don’t be afraid to compensate your photographers well for a job well done!
        - Less turnover, less training, better hires, more production per photographer

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So, What Does It Take To Cover Social Events?

- *Preparation*
- *Booking*
- *Photography*
- *Marketing*

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Marketing

Two Marketing Topics

- Post-Event Marketing Campaigns
- Marketing Your Business

Post-Event Marketing Campaigns

- Marketing begins as soon as event images are uploaded and paired to contact data.
- PartyPicsNow images are watermarked with both scrolling and static copyright & proof watermarks (*QuicPics images are not watermarked*).
- Subjects are choosing to “opt in” when providing contact data, and can stop marketing at any time.

Post-Event Marketing Campaigns

POST EVENT MARKETING

QuicPics®

After "opting in," subjects will be recipients of the following **emails and text messages** over the mentioned days.

Day:	Email Subject Line:
Day 1	We have pics you'll want to see...
Day 5	The coolest email in your inbox
Day 10	Hey! Don't delete me. This is your last chance to order

Day:	Text Content:
Day 0	To view and order $EventName$ photos, click here: (Link) To unsub reply STOP
Day 6	Don't forget to download free images and order photos from $EventName$! (Link) Unsub reply STOP

POST EVENT MARKETING

Party Pics Now!

After "opting in," subjects will be recipients of the following **emails and text messages** over the mentioned days.

Day:	Email Subject Line:
Day 0	Fast Delivery + discounted pricing
Day 1	$EventName$ images are discounted. This week only!
Day 3	I'm a pretty special email! You'll love what we've got in store for you
Day 6	Last call for best pricing
Day 9	Saw this. Loved it. Had to share it.
Day 13	Hurry! These deals won't last forever
Day 20	You can still order your $EventName$ photos
Day 30	You'll love what's in this email...
Day 45	We like this. You're going to like this too.

Day:	Text Content:
Day 0	Order today for fast delivery + discounted pricing: (Link) To unsubscribe reply STOP
Day 1	Hurry! Your images are discounted this week only! (Link) To unsubscribe reply STOP
Day 3	Take advantage of discounted pricing for the first week: (Link) To unsubscribe reply STOP
Day 6	Last day for discounted pricing. Order now: (Link) To unsubscribe reply STOP
Day 9	Remember $EventName$: (Link) To unsubscribe reply STOP
Day 13	Last day for regular pricing. Order now: (Link) To unsubscribe reply STOP
Day 20	You can still order from $EventName$: (Link) To unsubscribe reply STOP

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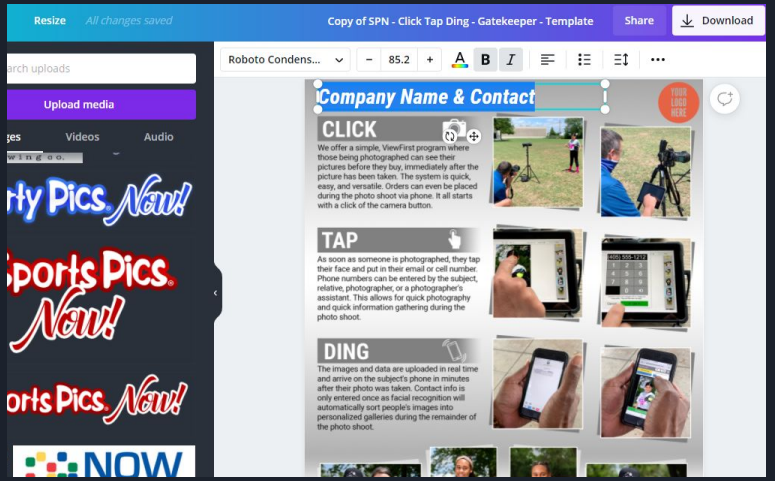
Marketing Your Business

Marketing Your Business: Provided Materials

- At NowCandid.com, we have a growing library of marketing materials that you can customize and include in your social media campaigns, mass emails, etc.
- Mainly these materials come in three forms:
  - Short customizable marketing videos
  - Customizable marketing fliers
  - Customizable social media graphics
  - *All are customizable Canva templates*



ADD NEW FUN TO YOUR PARTY WITH

Party Pics Now! FROM MillerFoto

Advantages:

- Guests receive images FAST
- Great for social media
- Custom event graphics
- Innovative branding
- Simple flat fee pricing
- More pictures than a photo booth

PartyPicsNow! is a fun way to celebrate your:
-Baby/Bridal Showers
-Birthday/Graduation/Engagement/Anniversary parties
-Family/Class Reunions
-Quinceanera, Bar/Bat Mitzvah Parties

$650/3 Hours | Unlimited Photos

Additional Hour(s) $350
Additional Photographer(s) $450/ea
We recommend (1) photographer per 250 guest
Depending on Venue, aditional cost may be added

BOOK YOUR EVENT NOW!
Eric Miller 504-467-0230

MPI Gulf States Chapter

NEW ORLEANS & COMPANY

Scan QR Code to see us in action

www.MillerFoto.com/events

MillerFoto

- Convention/Trade Show
- Galas/Fundraisers
- Mardi Gras Balls
- Holiday Parties
- Golf Tournaments
- Group Photos

BOOK YOUR EVENT NOW!
Popular Dates and Holidays book up early!
Eric Miller 504-467-0230

MilerFoto Photography. 319 David Drive, Metairie, LA 70003

introducing... Party Pics Now! FROM MillerFoto

The Photo Booth without the box!

- Guests receive images FAST, usually within a minute
- Great for social media
- Include your Logo
- Innovative branding
- Simple flat fee pricing

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Recap: What It Takes To Cover Social Events

- *Preparation*
- *Booking*
- *Photography*
- *Marketing*

Email JC3@candid.com if you have additional questions!