

ASHWORTH P H O T O G R A P H Y

Booking Your Wedding Photographer

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So your Uncle Tom has just bought an expensive digital camera that takes great pictures and has offered to take your photos for free. Sounds like a good idea to keep your costs down but think very carefully about entrusting these special pictures to an amateur no matter how well intended.

You need a professional photographer with a good track record and a wide experience of weddings and who is totally reliable to ensure a faultless and beautiful record of your day. You need to be able to relate to your photographer and build up a rapport before the event so that you will get the best pictures possible for this once in a lifetime day.

Choose a style that suits you. There are traditional pictures which involve formal posing and organised family groups, and informal spontaneous pictures that have a journalistic approach. If you choose an experienced photographer you can have the right balance of relaxed and creative pictures where your photographer will capture the life, fun and emotion of your special day, as well as covering some of the more formal elements of the celebrations.

How do you choose! There are lots of studios out there and choosing a photographer can be a daunting task. Although it is best to be recommended, that photographer may be already booked, or just not right for you. Remember every wedding is personal and will demand a unique approach. Always ensure you use a qualified member of either the BIPP (British Institute of Professional Photography) or MPA (Master Photographers Association). There are other organisations but these have been around the longest and are the most recognised in the industry.

Web sites will give you a good idea of the style of work. Look for studios in your area but do not ignore those further afield, some will travel. Then request their details and prices. If possible try and talk to them on the phone. Remember, these days you do get what you pay for. Wedding photography will vary from £800 to over £3000 depending on the quality, length coverage and finished product. You should aim to spend between 10-20% of your total wedding budget on photography.

Make sure that you can discuss your needs for the day. Be aware of photographers who seem demanding and more concerned for having their own needs catered for. You must always be 100% happy with the photographer you have chosen before you trust your memories to them.

It is a good idea to have some photographs taken before the wedding by your photographer, taken either at your home or in their studio. This should help build up a better relationship, which will make your wedding photography a more enjoyable experience. Some will include this as part of their service.

Wedding photography is usually sold as a package. This can differ depending on the extent of cover, the number of photos and the quality and style of album. This will vary a lot, so it is advisable to visit them to see exactly what's on offer.

Don't forget that you may want extra pictures when you see your proofs. As most couples cohabit before marriage the days of putting items such as dinner services, toasters and cutlery on your gift list are long gone. Why not ask your photographer if they provide gift vouchers for your guests to buy for you to spend on extra photos, or include the option of contributing to photos on your wedding list. This way you will have that little extra to have a beautiful and unique album or a stunning framed picture to hang in your home.