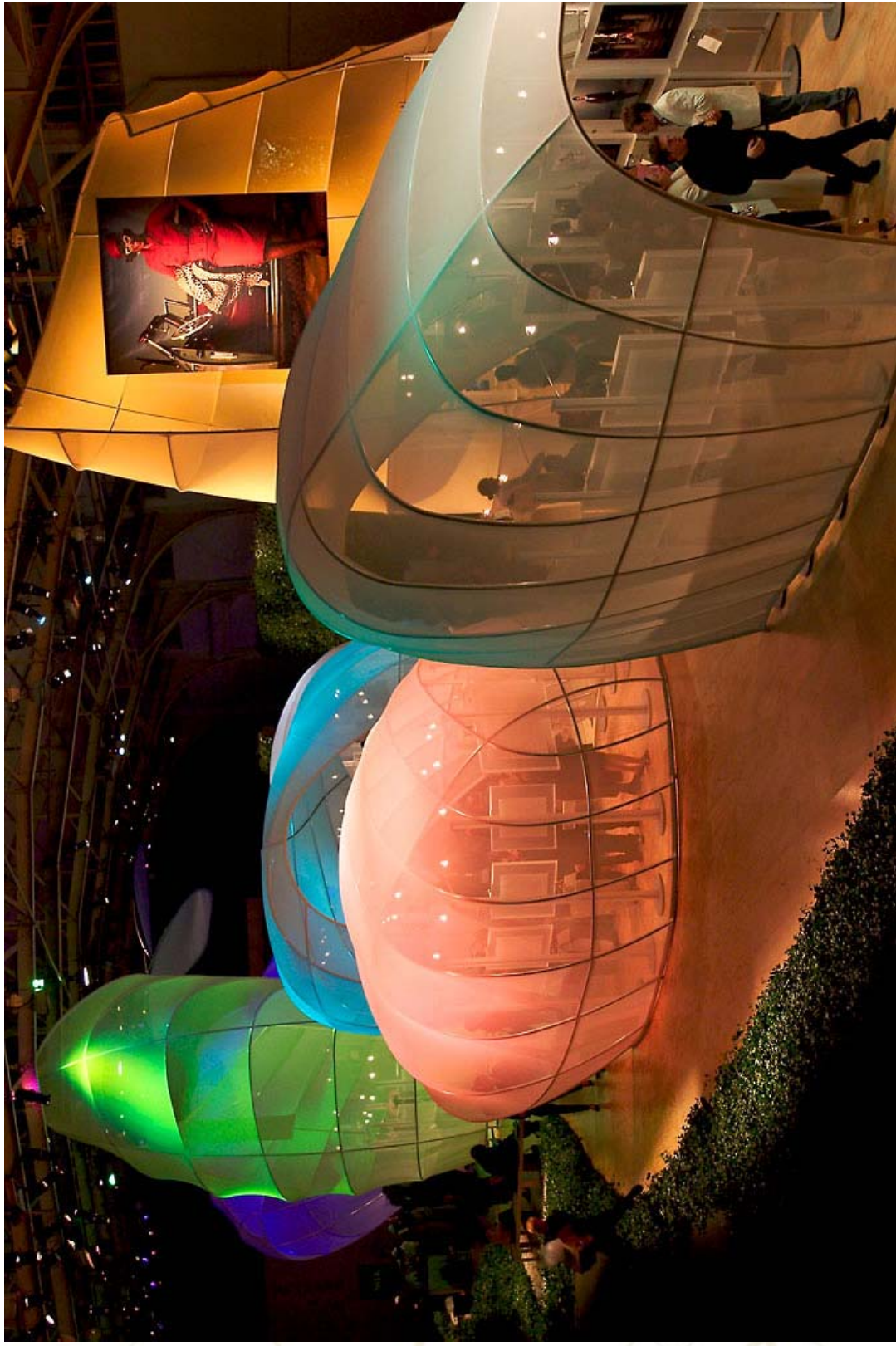


Event Photography: Marketing Strategies that Work

Gene X Hwang/Orange Exposure

- Background/Introduction

orange (exposure)



Event Market Overview

- In fact, according to recent research, spending for special events in the United States is at least \$800 billion annually.
- The special events industry has grown enormously in the past decade. According to recent research conducted by Dr. Joe Goldblatt, CSEP (Certified Special Events Professional), spending for special events worldwide is \$500 billion annually. Goldblatt is the founder of International Special Events Society (ISES), the founding director of the Event Management Program at George Washington University, and co-author of [*The International Dictionary of Event Management*](#). "Suffice it to say, the marketplace is large enough to support and sustain your endeavor," says Goldblatt. "If you're working in one special events area, there are many directions in which you can expand. If you're just entering the profession of special events, there's a lucrative market awaiting you on many fronts."

Event Market Overview

- In one year alone, the total number of meetings held in the United States was almost 1 million, according to a Meetings Market Report conducted by Market Probe International Inc. for [Meetings & Conventions magazine](#). The same report showed that organizations spent a total of \$40.8 billion on meetings that same year.

Event Market Overview

- It is estimated that over 40 percent of U.S. households have some sort of professional photograph taken each year. Consumers want to view and order their photos online: A study by Jupiter Research stated that 73 percent of online consumers would like to be able view and share their photos with others online and via e-mail.

Event Market Overview

- What constitutes an event?
 - Corporate vs. Private
- Size/Scope
 - Duration
 - Locations
- SF – tourism and travel is #1, but you don't need to be a tourist city...

• orange (exposure)



Marketing Strategies

- Positioning
 - USP/sustainable competitive advantages
 - Tag line, branding, reinforcement (simplicity)

Marketing Strategies (cont.)

- Advertising

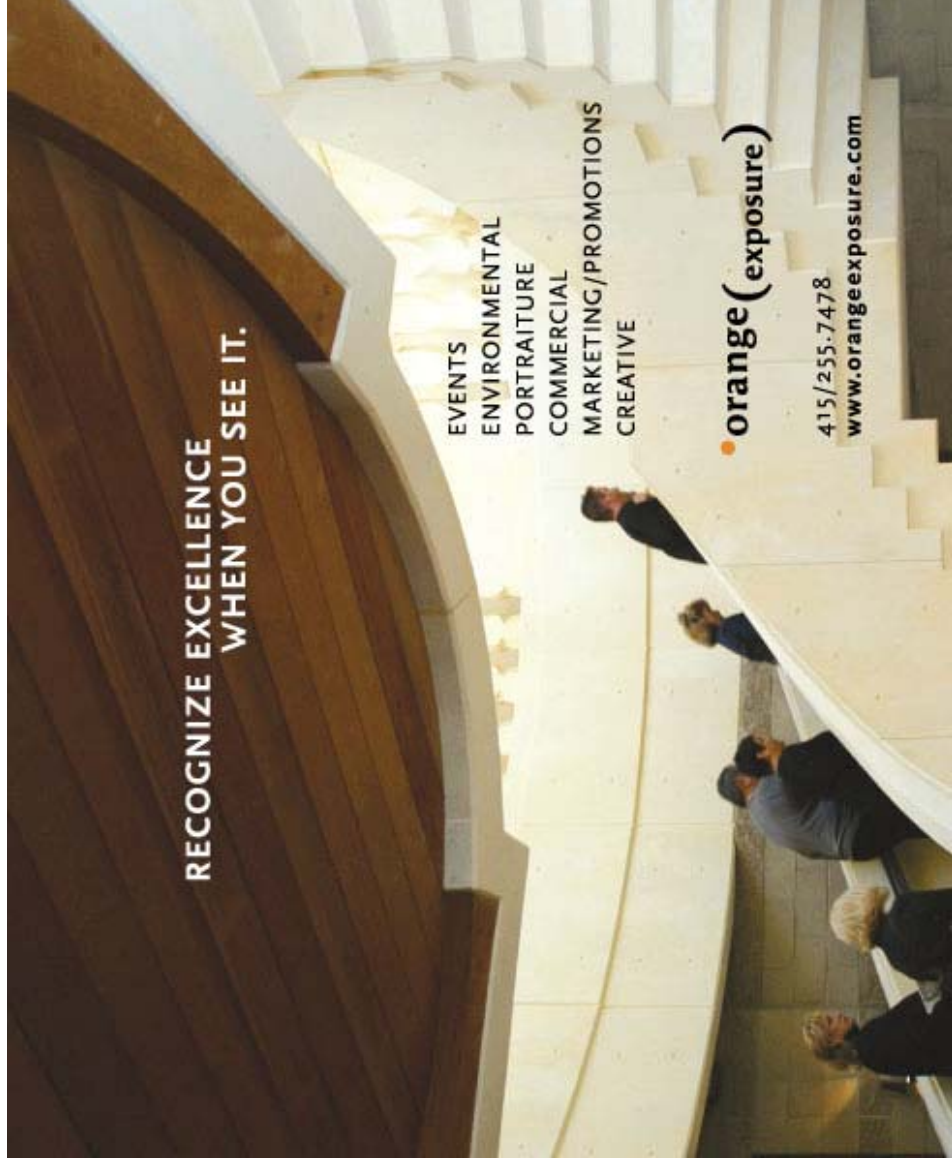
RECOGNIZE EXCELLENCE
WHEN YOU SEE IT.

EVENTS
ENVIRONMENTAL
PORTRAITURE
COMMERCIAL
MARKETING/PROMOTIONS
CREATIVE

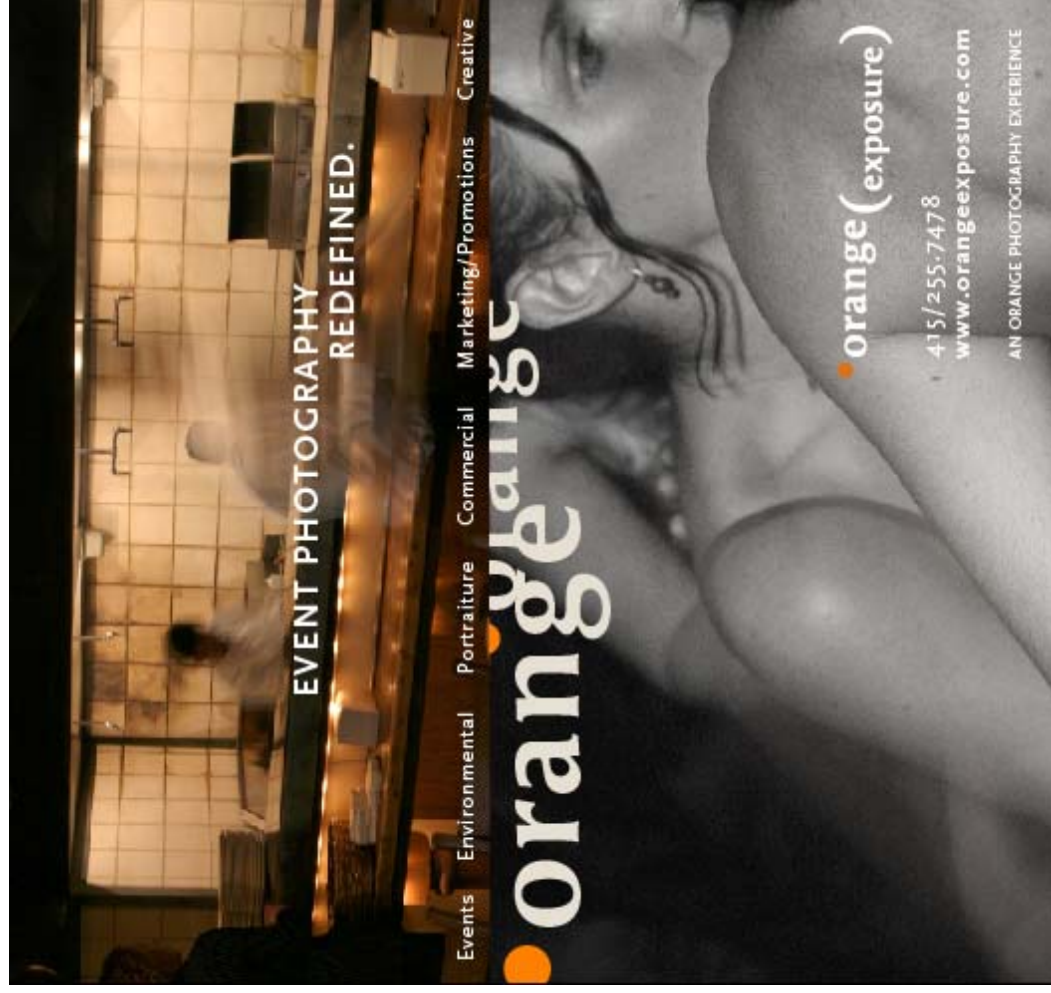
orange(exposure)

415/255-7478

www.orangeexposure.com



orange (exposure)



EVENT PHOTOGRAPHY
REDEFINED.

Events Environmental Portraiture Commercial Marketing/Promotions Creative

orange

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AN ORANGE PHOTOGRAPHY EXPERIENCE

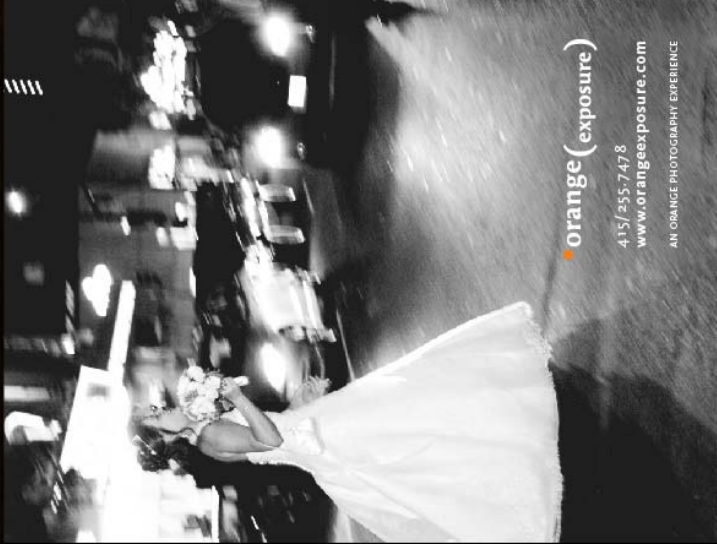
The advertisement features a large, vibrant orange and yellow abstract background on the left. The right side shows a black and white photograph of a large, empty event space with several round tables and chairs set up. The text is overlaid on these images.

•orange(exposure)





FROM HERE
TO THE BRIDAL SUITE.



orange (exposure)

415/255.7478

www.orangeexposure.com

AN ORANGE PHOTOGRAPHY EXPERIENCE



AN EYE
FOR EXCELLENCE

orange (exposure)

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Marketing Strategies (cont.)

- Word of Mouth
- Networking
- Direct/Indirect (ask for that referral!)
- Online vs. Offline
- Showing your work at relevant locales
- Venues that host events

orange (exposure)



Marketing Strategies (cont.)

- Online Strategies, SEO
- Keywording, meta tags, etc.
- Blogs... (Hype?)
- Google adwords?
- Newsletter (off and online)
- Being an expert locally

orange (exposure)



Marketing Strategies (cont.)

- Social responsibility
- Offerings (on-site, booth, green screen, products, tchotchkies)
- Co-marketing/bundling
- Contests
- PR

• orange (exposure)



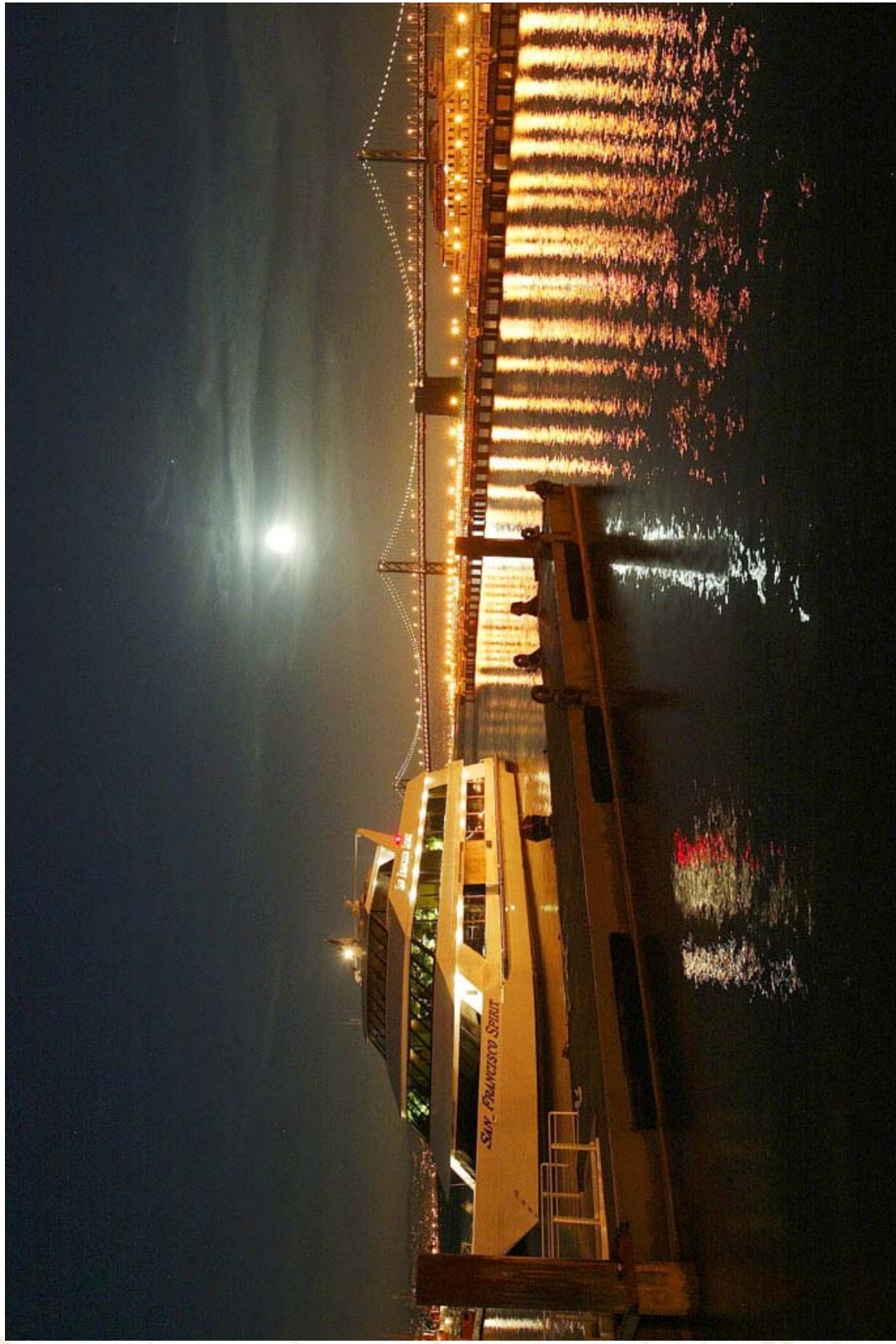
Pricing Strategies

- Rules of thumb (if they don't complain)
- Charity networks – silent auctions, etc.
- When discounting make sure to show the original price (e.g. people who offer up a lot of follow on work – offer a discount on 2nd shoot)

Follow Through

- Get feedback – form? Rebate?
- Ask for referrals
- Use a DB or contact software, etc.
- Email list – newsletter
- Holidays/birthdays, etc.

• orange (exposure)



Q&A

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