



FOUR TASKS FOR STUDIO OWNERS AND MANAGERS WHEN PLANNING A DANCE PICTURE DAY

When you partner with Brian Pasko Photography for your studio's picture day, I will handle all of the heavy lifting. In fact, there are just four things (maybe even less) that you are responsible for as a studio owner, manager, or event organizer:

1. Setting a date and communicating the details to your dancers. Before Picture Day, we will set up a short phone call or meeting and I will work with you to schedule your event. We'll also make some decisions about the style and backgrounds you want for your dance images and other logistics. And, I will help you communicate these important details to your dancers and their families. Many studio owners prefer to correspond directly with their dancers, but I am also available to handle these communications for you if you desire.
2. Providing a roster of dancers and groups to be photographed. I ask you to provide a roster with contact information and other important details for each dancer in electronic form as soon as possible, but no later than two weeks prior to picture day. This roster is a critically important step that allows me to help you develop an efficient schedule for picture day, ensures that I am able to match the images from my camera to your individual dancers, and ultimately provides your families with an easy and enjoyable ordering experience.
3. Approving a picture day schedule. I will help you draft a picture day schedule for your dancers, but invariably there will be scheduling conflicts with individual dancers and complexities (such as siblings that need to be scheduled at the same or similar times). You are the expert when it comes to resolving scheduling conflicts and determining which dancers need to be scheduled together.
4. Posing your dancers on picture day (optional but recommended). I am an experienced dance photographer, but I am not a dancer myself. You are the person who knows best your dancer's capabilities, signature moves, and the techniques you most want to display as a studio owner. During picture day, my focus will be split between your dancer's pose and the technical aspects of photography (such as lighting and exposure). Having an experienced dancer on set (either you or someone you trust) will help us ensure that your dancers don't just take a beautiful photographs, but ones that show off their great technique as well!

That's it! I will handle almost everything else for you. Before picture day I will give you everything you need to prepare your dancers. On picture day I will arrive at your location and set up a mobile dance photography studio. After picture day, I will edit and prepare the images and deliver private online galleries to each of your dancers. I offer an easy online ordering system (i.e. no paper orders or money for you to collect), handle any and all customer service issues, and arrange for delivery of products either to your studio or directly to your clients.

And at any point (including right now), if you have any questions or concerns I am a phone call, text message, or email away! You can reach me at (503) 704-2188 or brian@brianpasko.com.