

For-Hire Photography Process

This document details the Brand Department's process for hiring photographers. The timeline of this process exists for a reason, and steps may not be skipped. Many of them are in place to help adhere to procurement requirements and to maintain positive working relationships with photographers and destinations. If you have any questions, please don't hesitate to ask a Brand team member.

Before deciding VTC needs to produce new images:

- Have you looked in Widen to see if we have imagery that can work?
- If you cannot find anything in Widen, have you looked on Instagram to see if we can purchase already existing imagery?
- Does the photo shoot you want to propose meet VTC's Brand pillars? If you are not familiar with VTC's Brand pillars, see them [here](#).

If you have addressed the above without success:

1. A decision is made that assets are needed.
2. A [creative brief](#) needs to be filled out for the shoot no later than three weeks prior to the shoot date. This should be submitted to Lindsey. Questions to answer include:
 - a. What is the location or event?
 - b. Is it date or time specific? If a specific schedule must be followed, please provide this.
 - c. Do we need still photographs or video or both?
 - d. Do you have a specific photographer in mind?
 - e. What is the budget for the shoot?
 - f. Whose budget will pay for the shoot?
 - g. Are models needed? If so, how many and is there a specific age group or ethnicity needed/preferred?
 - h. Provide a detailed shot list.
 - i. What is the due date for the assets?
 - j. Do you have a contact for the location or event?
 - k. Is the imagery needed for a specific project? If so, providing those details will help with the scope of the shoot.
 - l. Providing examples of images you'd like to produce is also helpful, even if they represent a general feel or tone you'd like to convey.
3. Upon receiving your brief, someone in the Brand Department will review and determine if we have any questions or concerns about the project. We may ask for a face-to-face meeting or simply communicate through e-mail.
4. Once questions or concerns have been addressed or if the Brand Department does not have any questions or concerns, someone in the Brand Department will reach out to contacts at the location or event to get permission to conduct a photo shoot.
5. Once we have permission, we will put together a creative photo brief for you to review. We may help to finesse your shot list to ensure we are maximizing usage potential across campaigns and various departmental needs and mediums (social, digital, print, etc.).

6. Once everyone is comfortable with the creative brief and scope of the project, someone from the Brand Department will find a photographer in accordance with procurement procedure.
7. When we receive a quote, we will forward it to you for approval or discuss how we can reach an agreeable price.
 - a. If the price needs to be adjusted, we will reach back out to the photographer to negotiate.
 - b. If no agreeable price can be reached with this photographer, we will begin the process over with another photographer (see step 6).
8. Once we have approval on cost, we will work with procurement to create a purchase order. The budgeting director will need to sign this purchase order before it is shared with the photographer.
9. Upon sharing the purchase order with the photographer, the job is active. Someone in the Brand Department will continue to be the point of contact during the production of the shoot and may attend the shoot to direct photography.
10. Once the shoot is over, the photographer will have some time to edit and share assets before the due date. If we are required to make a selection (vs receiving all images), VTC may include you in this image selection conversation.
11. Upon receiving images, we will catalog and add them to the Widen database for agency-wide use.