

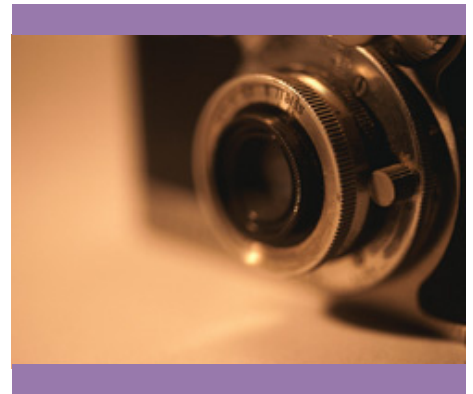


## Effective PR Photography

**A one-day workshop enabling delegates to use digital cameras effectively in their PR campaigns, web-sites and internal communications**

**It is for in-house PR executives and those in consultancy with little or no experience of either taking pictures or of digital photography**

PROFESSIONAL  
**£325\***



\*For companies in the PRCA or delegates in the CIPR. Full price £395+VAT.

### Aims of the course

Delegates learn to use a digital camera with confidence and take pictures to accompany press releases, news and feature articles.

They learn techniques for taking pictures suitable for publication in a variety of target publications including web pages.

They will be able to send images quickly to their targets and build up a picture archive.

Significant savings can be made on the costs of taking pictures and on distribution.

### Delegates learn how to:

- Become familiar with camera controls
- Choose the right settings for the pictures being taken
- Set up people and props in their pictures
- Illustrate boring subjects with interesting images
- Take indoor and outdoor pictures, portraits and product shots
- Download images from the camera
- Save images in various formats
- Send images quickly to target publications
- Build up a bank of images



PR Training Provider

### COURSE CONTENT

#### How Digital Photography Works

How the camera works and what the settings mean.

Taking the picture, storing it in the camera and transferring it to your computer.

Organising pictures in your computer. Emailing them.

#### Products and Portraits

Setting up product shots, either stand-alone or being used by other people. Effective portrait techniques for indoor or outdoor situations. How simple lighting techniques produce impact portraits.

#### Location Photography

Taking interior pictures of both large and small premises using existing lighting.

#### People Pictures

Handling and directing people to get the picture you need. New appointments. Stock pictures. How to convey the right image for your organisation.

#### Creative Approaches to Pictures

How to think visually and plan what you want from a picture. Getting consistently good pictures.

#### Examples

Throughout the day, delegates learn from examples of good and bad pictures. Wherever possible, they take these away on CD.

#### Feedback

Each delegate's pictures are viewed and critiqued during the day.

[www.henshallcentre.com](http://www.henshallcentre.com)

Our web site shows: terms of business; EarlyBird discounts; SuperSaver prices; and all course dates. Book online. See how to run this course just for your team. Get maps and details of local hotels. And read *iDeals* - our online newsletter.