

CORPORATE HEADSHOTS

YOUR QUESTIONS
ANSWERED

JON BRADLEY |
Business Photography



WELCOME

A great headshot offers a glimpse into who you are, what you do, and why you do it. It is a visual connection that sets the tone and offers people a chance to put a face to your name. So paying attention to your business headshot is a smart business move.

A great headshot builds trust, likeability and shows that you mean business. But there are many factors that go into a headshot portrait, from posing and lighting to location and editing.

So, we thought we'd show you some of the styles of photography we shoot when it comes to corporate headshots and answer some of your questions.

If you have any questions about headshots or need some guidance when it comes to planning your own shoot then please email:

rachel@jonbradley.co.uk

07956 505 336



Do you have a studio?

Where will my headshot shoot take place?

There are a number of great options to suit your style and your brand

Generally, we shoot on location so we don't need a central studio space. However, most of the business headshots we shoot look like they've been shot in a studio because we can create a studio look with professional lighting and a range of backgrounds.

Our setup is totally portable so with minimal disruption we can capture studio-style portraits in your office space or hired space (such as a co-working venue). All we need is 10 square metres of space, so a meeting room, for example, is the perfect place to set up our portable studio.

If your shoot requires a photography studio space, that's not a problem. Having lived and worked in London for many years we know some great photography studios so we can choose and agree on a great location together that works best for your specific shoot.

And failing all of the above options, you can always come to us. We're based in the South East and we have a pop-up Headshot Studio within our home. This works well for individuals looking for LinkedIn profile images and great-looking studio-style headshots. Please get in touch for more information.



Shooting headshots for a large team

Do you have a maximum number of people you photograph in one day and how much time do you need per person?

We regularly work with corporates that have large teams to be photographed. We work quickly and efficiently, and once set up we can move through each of the individuals at a good pace. You'll get some fantastic professional portraits for your online and offline use. And for teams, we can provide all your team members with a unified, professional look.

We require approximately 40 minutes to set up before we start to photograph the first person. We suggest you allow 10 minutes per person but if required, we can work on a tighter schedule (anywhere between 2 - 5 minutes is possible if people are organised and ready). Realistically we aim to photograph no more than 35 people in one day. For volume shoots, where we are required to photograph more than 35 people, we are happy to put together a discounted rate for photography over a number of days.

If your team is spread over more than one location, we can travel between offices and will ensure that all images are consistent in terms of lighting, background, poses and crops to guarantee a unified look. We frequently work with creative teams overseas who require us to match their global corporate style of photography at a company's UK-based office.



Group Shots

Can I get a shot of the team together?

Group shots are usually lots of fun and if you want to be creative we can really go for it! It may be that you need a photograph of your entire company or key management teams.

Location is important when it comes to team shots. With a lot of people, it's not always possible to place them in front of a studio-style background. (Studio-style looks great with much smaller teams of around 3-5 people). As the teams get bigger we often suggest an environmental, location shoot - your office space, a stairwell or an interesting wall. Whatever it takes to get a fantastic group shot. And weather permitting, outside is always a great option too.



What about brand photography?

Can I get something a little more creative?

We can capture professional shots without a studio to give your corporate portrait more of a lifestyle feel. We will chat with you about your company, your audience and the message you want your photographs to convey.

You may just want to be photographed in your natural surroundings (against a wall, at your desk) or you may want to really animate the image, almost creating a stock image of yourself representing your business. And if you want to head outside we can do that too. All of our lighting and cameras are battery-operated so we can power them all up, even in the middle of a field!

We can work with you on your specific requirements and help you put together a list of images you'll find useful for your marketing. Let's chat though the options to see what's best for you and your business.



How do I book a **headshot session?**

To book a headshot session, please contact Rachel who is based in the office and will be happy to help you organise the shoot.

We can give you advice on location and timing as well as provide you with a fully comprehensive cost for the shoot.

You can either contact us via the [contact page](#) on our website, give us a call or drop us an email.

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Please let us know how many people you are looking to have photographed (even if it's just an approximate number), where you would like the shoot to take place, an idea of the style of portrait you're looking for and also let us know if you have any specific dates in mind. We understand how challenging it can be to organise large groups of people so we're happy to pencil in a number of dates for you until you're ready to confirm the final date.



Costs & Fees

How much does it cost and how do I pay?

Unlike some photographers who charge a flat fee for the shoot and then extra costs per image, our fees are all-inclusive so there are no extra costs for retouching and delivery of final images.

Fees depend on the amount of time you need us for and this is dependent on the number of people being photographed and the number of shots required. So please get in touch so that we can discuss your requirements, help you with timings and provide you with a clear cost.

Our fees include Jon's time on the day of the shoot plus the editing time for one fully retouched image of each person. Once you've viewed the proof images and selected your preferred image, we make colour and lighting adjustments, as well as retouch the final images to balance skin tones, and remove blemishes, wrinkles, stray hairs etc. This is all included in the fee as are the usage rights on headshots. Travel costs are charged as an extra expense. If you have a high volume of people to photograph, we can discuss discounts for bookings over consecutive days so please get in touch so that we can deliver your images at the best price possible.

We will invoice you once the final images have been delivered. Payment can be made via BACS transfer or cheque.

As a general guide, and working to the standard 10 minutes per person:

- **Our starting fee is for 2 hours of photography (including set-up time).**
- **In that time, we photograph and deliver fully retouched images of up to 8 people.**
- **For additional people, we recommend up to 6 people per hour.**
- **Additional time, on top of the standard 2-hour fee, is charged at a set hourly fee.**
- **We will photograph up to 35 people in one session.**

These timings are recommendations only. If time is tight and you have less than 10 minutes per person that's fine. We can accommodate your timeframe so that the headshot session works for you and your team.

The day of the shoot

How does it work?

We will come to the agreed location and set up the equipment which usually takes around 40 minutes. This is when we get everything ready - lights, background, laptop linked up to the camera. (Equipment pack-down time at the end of the shoot is around 30 minutes).

As a ball-park, we suggest allowing 10 minutes per person to be photographed (quicker if your time is tight).

As we photograph each person, they can have a look at the shots on the laptop screen so they can see how they look on camera. If angles, clothing, hair, or anything else needs changing, we can do it there and then. We will take as many images as we need until each person is happy.

However, we don't ask clients to decide on their preferred image on the day as this might take them some time and they may want to ask colleagues, family and friends for their opinion.

After the shoot, we send proof images (of all images taken) to the client contact so that everyone can take their time in choosing their preferred image. Our fee includes one fully retouched image per person so there are no additional costs on top of the fee we charge you. You will usually receive your edited photographs 2-3 days after the shoot, along with the invoice.



The final images

How do I receive them?

After the shoot day, we'll create a secure Dropbox folder to share your proof images.

We ask you to select your preferred images, one final image per person, and email us with the file name for each chosen shot.

We will then make colour and lighting adjustments, as well as retouching the final images to balance skin tones, remove blemishes, wrinkles, stray hairs etc.

Final images are uploaded to the Dropbox folder in both high and low res JPEGS at 300dpi.



Image sizes

Do you crop them?

On the whole, our headshots are shot in landscape orientation (2 x 3 - the width longer than the height), with the client centre or off to one side. We always keep enough space around the subject to allow for cropping.

But we are happy to work with your requirements. So think about how the images will be presented and what options you'll need. Where necessary speak to your website designer who will give you more technical details that we can work with.

Do you need your headshots as a square image? Or do you want a more traditional portrait composition? Do you need your group shot to be a longer banner for your website?

Just let us know and we can work to a style that's right for you. And don't worry, if you're not sure our standard composition means that final images can be cropped to suit without any problems.



Quick fire questions...

If I book a shoot with you, am I guaranteed that it will be Jon Bradley who takes the images?

Yes! Jon is our sole photographer and all the images you see on our website, on our socials and in our marketing material (including this guide) are Jon's images.

What shall I wear to my session?

Think about the background you choose to be photographed against. We can provide more information on this so please let us know and we'll send you our guide [How To Prepare For Your Headshot Photography Session](#). But as a general rule we suggest plain colours without too many patterns or stripes. This avoids unnecessary distractions and also gives your images a better 'shelf life'. Consider your brand colours and if you're shooting a group shot, you want to avoid any clashes.

Do you provide hair and makeup?

We don't include a hair and makeup artist, but we have a number of experienced associates we can hire for your shoot (at an additional cost).

How far do you travel?

The majority of our headshot photography tends to be in or around London and Berkshire. However we're more than happy to travel. Our equipment is fully portable and so locations further afield are not a problem.

What camera do you use?

We use Canon R5 cameras and various Canon L-Series lenses. Lighting is ProFoto. We always have a back up camera with us on shoots to cover any unexpected problems.

Do you own your own equipment?

Yes. We own everything and don't have to rent anything which means there are no extra costs for you.

Quick fire questions...cont

What if I want more retouching - over and above what's included in the shoot?

We feel we strike the perfect balance between showing the true person and the retouched image. Our aim is to show the best version of our client without over-processing our photos. Our clients are delighted with the final results. If you do require more time spent on your images, we will happily provide a quote for you. This includes clipping images (cutting out).

Do you outsource your retouching?

No. All our retouching is done in-house by Jon.

What happens if I need to cancel or postpone the headshot session?

In most cases we are happy to reschedule your shoot at no charge. However, we reserve the right to charge a cancellation fee at the following rates, together with any additional expenses.

Any more than 3 working days notice: No fee with the aim to reschedule

2 days notice: 50% of fee + all expenses

24 hours or less notice: 100% of fee + all expenses

If the shoot has to be postponed, we are happy to work with you to re-arrange the shoot as soon as possible before any cancellation charges are incurred.

What happens if you're sick?

If Jon becomes ill or injured then we will have one of our trusted photographer associates come and complete the photoshoot on our behalf. If another photographer is not available we will look at the options to re-arrange.

Who owns the copyright to the photographs you take?

It is industry standard that copyright is always held by the photographer who took the images. So the copyright for the photographs we take for you is held by Jon Bradley.

We may use the photos on our own social media, website, marketing, and promotional materials unless the client requests that we do not do so.

Get in touch

We'd love to chat

We understand that most people put off booking a headshot session. Whether it's because they don't know where to start, dread getting in front of the camera, don't want to get it wrong or are unsure about the cost. We totally get it.

So let us help you with the process. Maybe you need just a single headshot for LinkedIn, or you're looking to arrange a full team shoot in various locations. With over 30 years experience working for some of the worlds leading organisations, we're here to help you.

You can either contact us via the [contact page](#) on our website, give us a call or drop us an email. Rachel is based in the office and is here to help answer all of your questions and assist in making your headshot shoot as stress-free and enjoyable as possible.



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