

CORPORATE HEADSHOTS

A Business Essential

JON BRADLEY

Business Photography



Your profile photo or business headshot is essential when it comes to your online brand and identity.

On a business website your 'About Us' page is there to build trust. It's one of the most important pages and the second most viewed page, after your home page. Why? Well, potential clients want to meet you, they want to see your team.

That's where quality headshots come in. They set the tone and show that you mean business. Research shows that photographs of people (as opposed to photographs of things or no photo at all) actually build trust. And photographs of actual people within the business build more trust than generic stock images. Visitors want to see you and they are evaluating your page asking: Is this a business I can trust to deliver?

A great business portrait will get much higher engagement on platforms like LinkedIn too.

Corporate headshots set the tone and show that you mean business.

According to LinkedIn research, profiles with a photograph are

7x more likely to be viewed

than profiles without. That's surely a good enough reason to have a professional business portrait.

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.

Do you offer **STUDIO PHOTOGRAPHY OR OUTDOOR PHOTOGRAPHY?**



We actually offer both.

For studio sessions there are a number of options.

COME TO US

If you are an individual and you want a studio look session, why not come along to one of our PopUP Studio Days? We host these sessions once per month and clients can book in for a 45-minute session. Make-up is available on request too. Clients get up to two outfit changes and we shoot against a white background. Please get in touch to find out more about these sessions.

Subscribe to our newsletter

and we can mail out future dates to you and send you loads of great tips to prepare for your shoot.

SUBSCRIBE HERE

OR WE CAN COME TO YOU

Our PopUP Studio is totally portable so with minimal disruption we can capture studio portraits in your office space. All we need is 10 square metres of space and we can do the rest.

pop
up

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Do you have a maximum number of people you photograph?

No. You may have a team of 5 or a team of 50. We are happy to photograph as many portraits as you need. We call these larger corporate shoots 'volume shoots'.

Generally, the more people we photograph the less time we have with them. We need a minimum of 5 minutes with each person but 10 minutes is ideal. Speak to us about your team numbers and we can work out a time schedule and give you a cost.

Once set up we can work quickly and 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.

Can you shoot corporate portraits **AT ONE OF OUR COMPANY EVENTS?**



Of course we can. We often get asked to photograph headshots at company events, conferences, seminars and away-days. Logistically it's a great idea as everyone is together so why not make the most of this and ask us to set up our PopUP Studio at the event venue.

Often we are shooting event photography but we have the studio set up so that we can shoot portraits at certain times throughout the day. Coffee breaks, lunch times and post event networking sessions are a great time to call people in for their headshot session.

What if I don't want a studio look image but want something more creative?

We can obtain professional shots without a studio to give your corporate portrait more of a lifestyle feel. That said we can play up or play down the creativity of these images to suit your brand.

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. We can work with you on your requirements.



And if you want to head outside we can do that too. All our lighting and cameras are battery operated so we can power them all up, even in the middle of a field!

Let's chat though the options to see what's best for you and your business.

And what about **TEAM SHOTS?**



We love to photograph teams. These shoots 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 (3-5 people) but as the teams get bigger we often suggest an environmental, location shoot. Using 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.



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Do get in touch to discuss your corporate portrait requirements. From the fun, informal and creative, through to the more formal, business style shots, we're happy to work with you to get the images that suit your corporate style.



Please get in touch with Rachel on **07956 505 336** or email **rachel@jonbradley.co.uk** for more information.



And if you'd like to see more of our portraits, don't forget to connect with us on social media where we share lots of our commissions as they happen.



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