



PHUSE SEMINAR

Client: Ph Creative & SK Events
Location: Arena & Convention Centre, Liverpool

Delivery: **Next day delivery by 12 noon**

Project: **Atmosferik** were commissioned by Ph Creative (web design company) and SK Events (event organisers), to photograph the launch of a series of PhUse Seminars and networking event held at the ACC Liverpool. We were briefed to capture the seminar in the best way possible with fresh, lively and creative imagery. The purpose of the photography was for use in marketing activities, to attract delegates to future PhUse events. The finished work clearly demonstrates the life and vibrancy of the event and includes speeches, presentations, business and social aspects and audience participation.

A vast range of natural shots were taken to capture real essence of the event. Natural photography provides movement and in turn produces the desired atmosphere. Some types of shots that we would be looking out for are -

- Guests engaged in conversation and using eye contact – we avoid shots where people are looking down or away
- Shaking of hands
- Laughter and smiles and facial expressions
- Audience displaying listening, showing their concentration and being engaged in presentations
- Drinks being served
- Branding
- Registration
- Panoramic audience shots
- People reading and/or holding branded materials
- Q&A sessions
- Presentations and speakers

Technicalities:

- Looking for suitable shots deemed of a high enough standard to display the event at its very best.
- Shots taken in quick bursts of 2 or 3 to capture the displays. Any shots not deemed a high enough standard are re-shot to perfection.
- Correct exposures always essential.
- Aware of varied ISO settings and sensitivity of camera, especially in low light situations.
- Noise reduction filters used during editing process to give maximum clarity and remove any grain.
- White balance is manually optimised for each image.
- During shooting composition of each photo is optimised and then reanalysed during editing.

Testimonial: "We found **Atmosferik** to be a fantastic company to work with. The photographer on the day made minimal fuss and intrusion on the event and managed to capture the day perfectly according to our brief. The event was a significant investment for us and **Atmosferik** delivered on an instrumental roll allowing us to maximise the coverage of the event that followed. They have also provided us with the perfect shots to help market future events with the up most confidence." **Bryan Adams, Managing Director, Ph Creative.**