



ROYAL BIRKDALE, BRITISH GOLF OPEN 2008

Client: Sefton MBC
Location: Royal Birkdale Golf Club, Southport

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

Project: **Atmosferik** were commissioned by Sefton MBC, working in conjunction with The Mersey Partnership, to photograph corporate hospitality at The British Golf Open 2008. Guests were invited for the purpose of attracting inward investment into the Sefton Borough.

We were briefed to capture the full day event with natural photography to highlight the event from a networking perspective between Council Members, delegates from large corporations and local business people. Coverage of the event included a morning 'Welcome Reception' at Aintree racecourse, breakfast, lunch and afternoon tea at Royal Birkdale. We also spent time photographing the on-site exhibition, attended by the Southport Tourism Department, who are also an established client. In addition to supplying an unlimited number of natural images. We also supplied a series of posed PR shots, captured for press purposes. These shots appeared the next day in the local and regional press.

Our finished work clearly highlights the essential business aspect and real purpose of the corporate hospitality and in addition captures the fun, essence and spontaneity of such a great sporting occasion. As an official photographer for the Royal Birkdale Open, Tom Ely was able to photograph the golfers in action taken on this world class course.

To display the event at its best and capture the real atmosphere timing is essential and movement created with natural photography. We would be looking out for the following to capture the best shots:

- Facial expressions, hand movements and laughter
- People engaged in conversation with eye contact - not looking down or away
- People leaning forward to show their interest
- Creative shots using blur and interesting angles
- Use of appropriate event items e.g. champagne glasses, umbrellas, event guides
- Branding included wherever possible and appropriate

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. White balance is manually optimised for each image.
- 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.
- During shooting composition of each photo optimised and then reanalysed during editing