



How to Do Picture Day This Fall

Fall 2020 is different. Most schools are not going back to operating in the way we are used to, but instead are switching to some sort of alternative. This could be anything from alternating A/B days where not all students attend at the same time, all the way to a fully virtual and online set-up.

However, regardless of whether schools in the Fall are partially in-person or are completely online, you can still make having a picture day possible! Take a look at some alternative picture day ideas we've compiled, inspired by those working in the school photography industry, and see how you can implement them into your business this Fall.

Organize a Socially Distanced Picture Day:

Find a time students have to go to school, for example on registration day or book/schedule pick-up day, and agree with the school to do a "socially distant photo shoot".

This can also be done in batches across multiple days, in the event that students are coming to school for class on an alternating schedule. Tip: As the status for the upcoming months is still unclear, try and schedule these shoots as soon as possible!

* Why are schools likely to agree to a socially distanced picture day?

- Yearbooks and student ID cards are essential for schools, especially in their efforts to maintain some sense of a "normal" school year. Plus the extra money from commissions they receive doesn't hurt!
- There's no additional work for the school as the kids will be coming in anyway. School administrators appreciate anything that makes their lives easier!
- You can demonstrate that you will be able to provide a safe and contactless picture day, which is important to students, parents, and schools.

Hold Pop-Up/In-Studio Sessions:

If schools are not allowing a socially distanced picture day on campus, or classes are fully virtual, you still have other ways to make picture day happen this Fall.

One option is to host pop-up sessions, either outdoor at a park or indoor at your studio or other rented space. This is a great alternative for when schools still need photos but require an off-campus solution, but also works well for when schools aren't requiring photos but parents are still interested in having their child's picture taken.

* Things to consider

- Keep your brand and relationship with clients strong by maintaining a safe, contactless experience. Make sure to set-up a socially distanced and regulation-compliant photo shoot, and ensure all necessary hygiene precautions are observed.
- While you are likely photographing less students than you normally would be this Fall, photographers often see higher average order values from in-studio shoots compared to at-school - so don't be discouraged!

Branch Out From Schools:

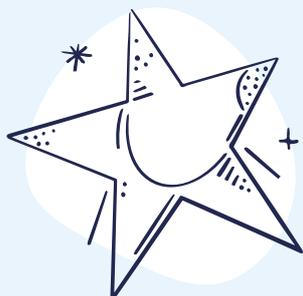
Picture day doesn't have to be just for schools - many dance studios and sports leagues are still operating this Fall, and now is a great time to expand into new areas of business! Photographers are seeing that because other studios are either unwilling or unable to photograph dance and sports teams this season, new contract opportunities are popping up that might not have been available before.



How the Process Works with GotPhoto

You've seen the alternative picture day ideas - now learn how they can be done in a safe, contactless way with the GotPhoto system.

1 Pre-Shoot



- * Reach out to the school to walk them through the process and explain the benefits
- * For at-school photo shoots, decide how you are going to get in touch with parents about the upcoming picture day:
 - Option 1: Using our pre-registration system, schools can share your website address and the registration code with parents directly. Then, after parents have registered on your site, you can use their submitted email addresses for job communication later on.
 - Option 2: Students/parents can register on the spot (in the case they have not pre-registered).
- * With pop-up or studio sessions, you can also have parents pre-register through our system. You can include a link to your booking calendar in order to allow for scheduled appointment times.

Work with schools to get parent information so you can contact them about scheduling a time slot. If schools are not providing parent information, or you are hosting a picture day that is not affiliated with the school, then this is an opportunity to reach out to past clients or spread the word in your community!

Inform parents and children about the upcoming picture day by using GotPhoto's email communication features or by getting the school to send out an email on your behalf.

✦ At school:

- Set up in a spot where students can find you easily. Being in front of the school or another main location is a good way to ensure the students are able to find your set-up, which also means it's less likely they will get lost trying to find where to get their photos taken.
- Have front office direct students as well.
- Take the childrens' photos as they arrive by using our QR/barcode tagging system.
- Provide the access code to parents by:
 - Sending via email if you have gathered the information upfront
 - Having the parents or kids take a picture of the access card (and register online if they haven't done so in advance)
 - Passing out the access cards

Note: Make sure the whole process is agreed upon with the school.

✦ At pop-up session/in-studio:

- Use a similar workflow process to the one listed above for 'at school', but fit to the space you are planning to use
- Tips:
 - Have volunteers or assistants present to help maintain a smooth, organized flow and to answer any questions parents may have. This way you can focus on capturing awesome images and staff can make sure proper hygiene practices are in place.
 - This is an opportunity to land a higher average order value than you usually might get from a school photo shoot, take advantage of the multi-pose selling GotPhoto offers and get creative!

2 Picture Day



3 Post-Shoot



* Regular process:

- Upload photos into GotPhoto
- Sell and start making money!
- Use communication profiles to boost purchases
- Upsell with different packages and backgrounds (if you have used green screen)

* Use direct shipping to provide a safer option and reduce the effort for parents and schools. This method limits unnecessary interaction if the photos are sent directly to the parents' homes rather than distributed at the school.



We would love any feedback on the ideas we mentioned in this flyer, or better yet, let's exchange ideas on new ways to do picture day this year. Get in touch with a member of the GotPhoto team - we are here and happy to help!

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