

C a s e S t u d y



**PACK
SHOTS**
digital

In-house Stock Library

TEC International is an exclusive global membership organisation for CEOs that describes itself as "Dedicated to Increasing the Effectiveness and Enhancing the Lives of Business Leaders".

I was recommended to TEC by a contact made at a local networking event. TEC are based in Winchester and run events throughout the UK. My brief was to create a set of images to give a feel for the event and to form the basis of an in-house photo library.

Once shot, the images were supplied to the client on CD and made available to their international offices via the Internet the following morning.

Commissioning a photographer need not be expensive - consider the savings to be made over fees from stock libraries, and the images are yours to use as and when you wish. With planning and preparation much can be achieved during a one day shoot; head shots for PR and journals, web site content, stock shots of your premises and working environment.

Developing a long term relationship with a photographer will give the photographer an understanding of your business, and enable you to keep your library up to date, with images relevant to your business needs.

To discuss how I can assist with your next project, or for unbiased advice call me on 07710 814 665 or email ian@packshots.biz.

