

The Right Photographer For You

Choosing the right photographer among the crowd can be tough, we know. Spending a little time on decisions here is definitely worth it.

1. Remember you are purchasing art, which is subjective.

Choose something **you** like, not what you heard was good. The photographer's reputation can be a guide, but not a deciding factor. Yet at the same time, word of mouth is very important in this industry. Photographers are unlikely to show you entire weddings; they'd show you their best pieces. It often helps if you see a friend's complete album to get a better picture. (Pardon the pun.)

2. Go for quality, not quantity.

Some photographers may entice you with hundreds and hundreds of pictures, but the sheer amount is likely to bore the most avid viewer. Ensure your photographer's pictures tell a complete story, but not one that is tiresomely long. Bulk editing is easy and cheap (even free) nowadays, but personalized editing is not. Look instead for valuable additions when you shop for your package.

3. Price *does* determine quality and trust.

Engaging a freelancer without much experience in wedding photography *may* not be how you want to remember your most important day. A photographer who is afraid to charge the market rate lacks confidence in his art. Check out his credentials. Photographers from neighbouring countries may be a cheaper alternative, but that also translates to less reliability. Ensure they won't be caught up in peak morning traffic (we've heard many horror stories).

4. Get someone you are comfortable working with.

Besides your spouse, your photographer is going to be the one you will face the most on your big day. Liking your photographer means that you are likely to be more at ease in front of the camera.

5. Get a professional.

If photography is important to you, try not to leave the job to a family friend. Although he may take good pictures, wedding photography is a whole specialization in itself. If you do decide to get a friend to help, print him a list of essential shots to cover.

6. Use a bridal shop if you want a convenient one-stop service.

But don't be afraid to step out to explore other sources. A new term is fast gaining popularity for good reason. An "indie bride" will be able to customize what she needs by going to various sources, often getting a better deal ultimately. Try getting the groom's suit custom-made in Thailand, hand-making your wedding favours, or getting your photographer from ELP. ;) A wedding that is remembered, is one that is uniquely yours.

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