



Photographic Instruction

- Entice potential clients with minimal effort
- Increase brand profile by producing better images
- Improve your sales tool-kit by developing photographic skills
- Encourage greater individual ownership from your team
- Produce effective images to sell, entice or provoke
- Employ positive team management by rewarding your staff with interesting skills development programmes
- Reduce the need for restorative actions pre-press

Reference:

Vaughan Borcovsky
Operations Manager
Summit Real Estate Ltd
1st Floor, Strawbridge Square
Stoke, Nelson
Ph 03 547 7255
Fax 03 547 5263
Cell 0275 515 977
vaughan.borcovsky@summit.co.nz
www.summit.co.nz

Tailor-made experience's to suit your requirements

GERI SHEPPARD PHOTOGRAPHY

PO Box 8038
Victory Square
Nelson 7046
Ph 03 546 8850
Fax 03 546 8840
Cell 021 890 971
geri@gerisheppard.co.nz
www.gerisheppard.co.nz

On location or in-house photographic seminar's and tutorials by professional photographer and University lecturer Geri Sheppard B Des.

'The state of the New Zealand dollar means you have to be better than good. It's time to raise your game, expand your sales tool kit, hook that customer and make that sale'

PROGRAMME OPTIONS: PHOTOGRAPHY SEMINARS OR GROUP TUTORIALS

Images are all important in capturing the interest of potential clients, competition is stiff and time is of the essence to everyone involved. All too often images are taken on the spur of the moment with little thought of the effectiveness of the shot, lets face it we aren't shooting to merely record the property, the photograph is the single most important tool in your marketing arsenal, therefore it makes sense to produce the very best images with the shortest amount of fuss. By developing the photography skills of each user you are reducing the need for restorative action by your production staff. You'll save time and money all round.

Content covers navigation around film or digital cameras, an explanation of what the camera's features and functions offer, an overview of exposure concepts and what changing the settings can achieve in terms of creative results, then having released those technical shackles we will concentrate on the truly important aspects like lighting and composition.

DIGITAL DARKROOM TUTORIALS

An introduction to digital darkroom technique using image editing software. Why bog-down and frustrate your production staff with unnecessary and unproductive time spent fixing flaws in an image when they could be tweaking an already great shot into an eye-catching masterpiece?

Content covers the basics of image enhancement and restoration; tonal, contrast and colour balance, resolution and file management, selection tools to isolate and manipulate parts of the digital image.

ONE TO ONE CONSULTATION - Camera or computer based

The perfect platform to explore and navigate through your own camera or computer software. Work at your own pace, with your own equipment, at a time that best suits you

"I met Geri Sheppard at a photo course she conducted in September 2006 in Nelson and again at a photo course in June 2007 she was asked to hold for the Summit Real Estate sales staff. During both these courses she efficiently managed to teach not only complete photography novices how to effectively use their digital cameras but also taught more experienced photographers how to make use of the many different options the camera has, and by utilising which they can improve their photography.

Geri has a friendly teaching manner with an excellent understanding of what is needed to teach people how to successfully use their camera equipment and to make recommendations to enhance their photography in the marketing media.

Because of her professional photography skills and her great people skills I can highly recommend her for any teaching position in photography."

Gisa Hecker. Summit Real Estate, Nelson
21st August 2007