



**THE ULTIMATE
GUIDE TO
CHOOSING
YOUR WEDDING
PHOTOGRAPHER**

ukawp

UK ALLIANCE OF WEDDING PLANNERS



In our opinion choosing the right wedding photographer is so important, they capture the day and provide ever lasting memories. But how do you choose the right one for you? There after all hundreds to choose from that it can seem mind boggling knowing who to select.

1. PHOTOGRAPHY STYLE

Wait there's photography styles? Yes there is and this is where you need to start before you start gathering quotes. What photography style do you feel most drawn to? Do you want pure traditional shots or something more artistic

Traditional – once upon a time you didn't get a choice of photography styles. You booked a photographer and he/she turned up with his tripod snapping away in 1 position (with the same backdrop each time), following a list given to him by the bride (or her Mother!). Most weddings will have an element of traditional photography for important shots with their bridesmaids and parents etc.

Artistic/Contemporary – for couples who are not shy and reserved. The best way to think about these type of images is to imagine a fashion shoot. The shots can be fast, the photographer will be directing you into poses (and not always comfortable but who said art was comfortable?).

Documentary/Reportage/Photojournalistic – This style is where the photographer takes pictures as they happen normally without guests being aware they are there. The shots are never staged but happen naturally albeit the photographer has to be in the right place at the right time. This could be the groom biting his lip whilst waiting at the altar or lovers snatching a kiss together. These images capture the natural emotion of the day, images that can't be posed like reactions to the speeches or first dance. Some will refuse to do any group shots at all whereas others are happy to do so. They need to capture a moment in an instant so quick reflexes are a must.

Fine Art / Creative – A popular rise in recent years is fine art photography. Images tend to have a romantic softness surrounding them, photographers pay particular attention to the direction of any natural light using it to their advantage. Many photographers specialising in this style consider their work similar to that of an artist. They will spot the beauty of the wedding and capture it perfectly. Really thinking about the composition of each photo to create their "master piece" reminiscent of a magazine cover.



2. PERSONALITY

This may seem a strange thing to put down but you will be working so closely with your photographer that it's important you "like each other". You need to be totally relaxed and happy to take instructions instead of thinking, "I wish they'd go away"! This connection is what makes for great photographs on the wedding day.

3. YOUR WEDDING BUDGET

We're sure we don't need to tell you that if a quote seems too good to be true it invariably will be. When contacting photographers you need to check what their fee includes. Normally it will include some or all of the following.

- Attendance on the wedding day - Is this a set quantity of hours or until the cake cutting/ first dance? Some photographers offer their time unlimited on the wedding day.
- Online proofing or proof album
- Download/USB of print ready images
- An Album or Coffee Table Book
- Engagement shoot
- Reasonable travel/accommodation

Remember, prices vary considerably and as with anything you generally get what you pay for. Professional photographers will have years of experience, expensive equipment, training and of course insurance. They are running a business not a hobby and charge accordingly.



4. RECOMMENDATION

Personal recommendation is always a good place to start with your researching. But go back to point 1 – do you like that style of photography?

Check the [UKAWP directory](#) for our photographer members.

All members have:

1. Minimum 2 years in business (but most many more years!)
2. Are fully insured
3. Have provided references from 2 clients and 1 venue/planner/supplier

If you have been recommended a photographer via a venue please check it is a true recommendation. i.e. are they on the list because they've paid to be on there? Not all venues do this and it can be beneficial to choose a photographer who knows the venue well. BUT only if you're happy with points 1-3!

And if you have hired a wedding planner then listen to their advice as they will have researched in the past the best photographers to work with.

5. DON'T BE SO TRUSTING

Anyone can have a beautiful website created and inspirational social media account. Don't be so trusting that what you're viewing is 100% their work. For a photographer it is important the work you are viewing was taken by them.

And lastly make sure you don't hand any money to your wedding photographer without checking and signing a contract first.

To find a UKAWP Vetted photographer please visit our directory <https://www.ukawp.com/directory-uk-wedding-suppliers/>

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