



STOECKER MEDIA

WEDDINGS

THE
LOVE
ISSUE

TIPS FOR A PICTURE PERFECT WEDDING DAY



W E L C O M E

So you've started planning your big day! This is going to be one of the most special and exciting days of your life, one that you're going to want to remember forever.

While there are a lot of different aspects to think about as you plan your wedding, once everything starts coming together, all the time and effort that you put in will be well worth it.

Choosing the right photographer is going to be one of the biggest decisions you'll make while planning your wedding. Your photographer will be capturing one of the most important and intimate days of your life, ensuring that you can look back on every beautiful moment years from now.

In this guide, we will take you through some of the most important areas to focus on in order to have your wedding run as smoothly as possible and to successfully capture the most special parts of your day.



THE BENEFITS OF AN UNPLUGGED WEDDING

When you hire a professional wedding photographer, you can be sure that they've had to work around all kinds of conditions in order to get the perfect shot, the weather being one of them. One issue that many photographers have a hard time working around, however, is guests who get in the way of the perfect shot because they're trying to take a photo of their own with their cell phone. If you value your wedding photography, opting for an unplugged wedding and asking your guests to put their phones and cameras away for the day or at least during specific times such as the ceremony is something you may want to consider doing.

Why you should consider an unplugged wedding:

After all, your guests should be there to celebrate with you and have fun, not be on their phones, trying to snap shots of the couple and the venue.

Cameras and cell phones can be a hindrance to your wedding photographer if there are several flashes firing off at once during an important, once-in-a-lifetime shot. You don't want to be left with blown out images and harsh shadows that are very difficult to correct during the editing process. Keep in mind that you've hired your photographer for a certain number of hours and when family and friends are all trying to capture the same photo, it means that your photographer has less time to professionally capture the most important images and portraits of the day.



Another common issue is that a lot of churches will only allow your photographer to stand in a specific area such as the aisle and when guests are all trying to take their own photos of the bride walking down the aisle or the first kiss it limits what your photographer is able to capture. There is no way to truly reenact these special moments once they're over.

Having an unplugged wedding doesn't mean that your guests can't take their own photos to remember your day, it simply means that your guests should be mindful of leaving the photos to the professionals during the most important parts of the day such as the ceremony and your first dance so that you have beautiful, professional photos that you can cherish for many years to come.





WHY
EVERY
COUPLE
SHOULD
CONSIDER
DOING
A
FIRST
LOOK

- **It helps you both feel calmer.**

Once you see each other for the first time in your wedding attire, you'll automatically start feeling calmer and can truly enjoy the ceremony. By having a first look, your photographer can also get better shots of the bride walking down the aisle because she won't look as nervous.

- **It frees up more time.**

Having a first look means you can get most of your couple shots completed early on and can have more time to spend with your guests during cocktail hour, alleviating some of the pressure on the day.

- **It creates more photo options.**

A first look means that you can take photos in various different locations, leaving you with even more photos to choose from after the wedding, which is especially helpful once you need to pick the photos you would like to print for your home.

- **You get amazing reaction photos.**

When there's nobody around but the two of you, your groom has the freedom to really express his true emotions. A first look also makes it easier to capture your groom's reaction as the photographer is usually more focused on the bride when she first walks down the aisle.

- **You get to share a truly magical moment together.**

A first look will be one of the first moments that you get to share together on your wedding day and the fact that it's alone makes it even more special. Every moment during your wedding day will be special and unique but there is something about sharing that first look alone that makes it simply magical.





WHY YOU SHOULD HIRE A WEDDING COORDINATOR

Your wedding day is going to be one of the most incredible days of your life. It's all about you and your partner joining together and spending this special day with those closest to you. Planning a wedding is anything but simple though, which is why hiring a wedding coordinator can be one of the best decisions you can make.

While your wedding photographer will be able to help you with the timing of your day as it pertains to photography and guide you on the best time to take your photos, they won't be able to help you with any wedding planning or coordination. Your photographer will be there to tell you how much time you need to for getting ready photos and how much time is needed for family shots, but they won't be able to make sure that your tables have the right flowers or bustle your dress before you make your way down the aisle, which is where a wedding coordinator comes in.

Not only will a wedding coordinator ensure that your day runs smoothly but they're there also to make sure that your wedding photographer has everything they need to do the best job possible.



DO YOU NEED A WEDDING ALBUM

There are a lot of expenses to consider when planning your wedding day, photography being one of your larger expenses. However, the reality is that out of everything you'll be spending money on, how many of them will you still be able to look back on and use years from now? Your photos are the only item. Your wedding photography and album are the best investments you can make as you plan your big day.

There's nothing quite like being able to physically hold and page through a beautiful wedding album. Looking through your wedding photos instantly transports you back to that day, whether it's a week after the wedding or 20 years later when you're telling your children all about your perfect day. Your wedding album is a physical representation of one of the most important days of your life and an heirloom that you can pass down through your family.

Many brides are tempted to put their own wedding album together after the wedding but most of them simply never get around to completing the task. Remember, your photographer shoots your wedding with your album in mind so they are the best person to turn to when it comes to layouts, album types, and customizations. Sending your DIY album to a consumer lab simply won't do. It means losing the quality of your album and your photos. And after all, you've invested in the photography services on your wedding day, so it makes sense that you should carry it through with a beautiful custom wedding album. ■



5 MISTAKES
THAT CAN MAKE
YOUR
WEDDING RUN LATE

I get it; you have been planning for your wedding day for years now! Since you were a small child, you have imagined the finest of details of how this day will go. Unfortunately, things still happen. I've learned a few things over the years, and I'd like to pass them along to you. I hope they help!

1. Hair and makeup - I like to think of this as an artistic process. Wedding makeup and hair is a whole new animal. Plan accordingly; this can take much longer than you think. Talk to your stylist while planning out your day. They will have a good idea of how long they will need. Just a side note: Having the products they use on hand for touchups is something you should definitely think about.
2. Seating- At a larger wedding, getting everyone seated can take a bit. Think about this when you put your arrival time on your invites. Give your hosts ample amounts of time to seat everyone. Remember, people tend to trickle in, try to seat them as early as possible.
3. Organization- Being very well organized can help you avoid a lot of mess and confusion. I have seen brides hand out packets with precise instructions to those participating in the wedding. This is a great idea! Make sure to gather everything you need the night before.
4. I always tell family to come early. All too often, a family member will stroll in nonchalantly as the bride is walking down the aisle. I have also seen weddings run behind because the matriarch of the family isn't there yet.
5. Last-minute photo requests for the photographer. In my line of work, I see this one quite often. You are doing your bridesmaid shots and start thinking about poses you want to do and start asking for more poses. My suggestion is to plan for this by allowing yourself additional time to shoot photos. Feel free to speak with me about the images you want. That way, we can prepare accordingly.

These are just a few of the many issues I have seen over the years. I hope this helps you. If you have any questions or concerns, please reach out to me! I am happy to help.







SHOULD YOU HIRE A PRO?

Many couples make the decision to hire a friend or family member to capture their wedding and while this may help with costs, it can end up being one of their biggest regrets.



Your friends and family naturally have the best intentions when offering to shoot your wedding but having the latest camera is not enough to take amazing photos. Wedding photographers have experience, creativity, and technical expertise, something that takes years to build up.

If you're considering hiring a non-professional photographer, these are some the risks that you should be aware of:

1. A LACK OF SKILL

Photographers spend years mastering different types of shots, how to make the best use of lighting, and how to operate a professional camera correctly. When you hire a non-professional photographer, their lack of skills might end up ruining some of the most important shots of your day. For example, taking a photo of your first kiss might mean knowing how to shoot in a dimly lit church or outside in direct sunlight. Will they know how to capture various shots in any environment? Anyone can take nice pictures at a wedding but you can very clearly see when a photo has been taken by a professional versus when it has been taken by an amateur.

2. MISSING IMPORTANT MOMENTS

A professional wedding photographer knows when to be ready to capture those important moments throughout the day. When you hire a friend or family member to shoot your wedding, there is a good chance that they'll miss out on some important and memorable shots. Firstly, they don't have experience shooting weddings and secondly, they're also there to socialize and enjoy the day. While it's not ideal to imagine that someone close to you simply wouldn't show up on the day, it's important to note that they're not running a business so they don't have any contract in place guaranteeing that they have to show up.

3. A LACK OF EQUIPMENT

Photography is not a hobby that many people can afford. Photographers need a reasonable amount of money to get started, with many professional photographers renting their equipment for years before they can afford to buy their own. The right equipment makes a huge difference to the quality of your wedding photos and also allows your photographer to get creative. Even though a non-professional photographer might have an amazing camera, they probably don't have any extra or backup equipment. Camera malfunctions happen all the time. Will they be prepared? Professional photographers always have backups in should any technical issues arise. Also, will your friend or family member have the means to edit and print your images after the wedding? Simply put, there is a lot more to photography than pointing and shooting.

While the idea of asking someone close to you to shoot your wedding might sound appealing, it does come with a lot of risks. This is one of the most important days of your life so make sure that you're hiring someone who can capture beautiful photos that you can proudly look back on years from now.





PRICING PACKAGES

- **Wedding Elite - \$1400**

This is for the bride who wants it all! This package includes all day wedding coverage, online gallery, easy print ordering, exclusive mobile app, USB archive of all your high resolution images, pre-wedding engagement session and \$100 in print credit.

- **Wedding Plus - \$900**

This is the most popular package! It includes 6 hours of wedding day coverage, online gallery, easy print ordering, exclusive mobile app, USB archive of all your high resolution images and your choice of a pre-wedding engagement session or \$100 in print credit.

- **Wedding Essentials - \$600**

This package includes the basics needed for your special day. It includes 3 hours of wedding day coverage, all your images in an online gallery, easy print ordering, exclusive mobile app and a USB archive of all your high resolution images.

- **Bridal Portrait Session - \$200**

One hour session for just the bride in her gown. This can be in-studio or location of your choice. Included are all your images in an online gallery, easy print ordering, exclusive mobile app and a free large print of one image of your choice.

- **Videography Packages Available**

Please see details at www.stoeckermedia.com/weddings



"Julie was a wonderful wedding photographer and the pictures turned out absolutely amazing! Very good capture of the outside summer lighting." - Rachel





WEDDINGS

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