

SERENGETI photostudios

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Your guide to preparing for a business portrait

Times have changed since business professionals met potential clients face to face. In today's global workplace, prospects often attain their first impression of you and your business on a corporate or social website. The quality of your portrait sends a subtle yet significant message about you and the standards you've set for your business.

Today, more than ever, a professional portrait should be considered an investment in the business you are working so hard to build.

Formal or casual, your portrait should convey your sense of personal style. Whether working in a studio or in your professional environment, an experienced photographer will have the skill and experience to capture the unique personality behind your features.

Studio portraits

If your professional portrait is being made primarily for publication in a press release, newsletter or program, or for use on a website or business card, a studio setting will provide the most appropriate backdrop. A head and shoulders' pose with a plain background is best suited for these images, which are typically small and serve primarily to provide a means of personal recognition rather than to convey a particular expertise. Your photographer will most likely seat you in front of a neutral or mid-toned background. Very dark backgrounds are less versatile and are suggested only for specific dramatic circumstances.



Environmental portraits

If your portrait is intended for use in a corporate brochure or newsletter or in a larger format on your website, a conference room, library, or office setting will reflect more about you and your business. Executives, doctors, educators, musicians, architects, engineers, lawyers and other professionals who are photographed in their professional environment communicate knowledge, proficiency, and warmth.

Guidelines for selecting a qualified portrait photographer

**An executive portrait
should convey competence
and confidence.**

Take time to review the galleries of several studios online.

Then consider these questions:

- How many years of experience does the studio have in providing exceptional photographic portraits?
- Does it have a reputation for excellence?
- Does their artistic style reflect your taste?
- Do the website and studio facilities convey your anticipated level of professionalism?
- Does the studio's service schedule meet your requirements?

When considering Serengeti, you may expect a pleasant and efficient portrait experience, with a professionally trained and personable photographer, to accomplish a truly fine portrait image.

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Strategic selection and placement of professionally relevant accessories can make an environmental portrait more personal. However, you are the predominant feature, so an effective arrangement requires skillful composition.

Clothing

Your attire conveys a strong message about your personality, professionalism and success. The proper wardrobe selection can mean the difference between a portrait that is simply attractive and one that is truly impressive. Wardrobe choices for men are as varied as the trends. A medium to dark suit, white or light pastel shirt and complementing tie with a touch of contrast create the classic corporate look. If your profession calls for a more casual appearance, choose clothes that make a polished statement.

Finally, if your portrait session will take place in the afternoon, don't forget the importance of a fresh shave to prevent a "five o'clock shadow." Most women find that a medium to dark suit achieves the most professional look. A dress or blouse, if worn without a jacket, should be long-sleeved.

Choose an outfit in which you feel comfortable and attractive. Plan to accent your wardrobe with one or two pieces of simple jewelry (a lapel pin or necklace, earrings). Your hairstyle and makeup should reflect your natural style. Serengeti furnishes a dressing area for last minute touch-ups prior to the photo session.

Expression

Remember that the purpose of your business portrait is to encourage the viewer to bring his business to you. A skilled photographer will capture many expressions during your photo session so that you can select the one that best represents your personality and style.



Discerning business people choose Serengeti for all their portrait needs.

We provide corporate bio portraits, gallery portraits, and portraits for company brochures, web sites and annual reports, as well as formal wall-sized portraits for offices and corporate galleries.

With over a decade of experience in photography, today Robert Healey is dedicated exclusively to portrait photography.

Every day he photographs business leaders and their employees in the Montreal-based Serengeti studio and, by appointment, on location in clients offices.

Over the years, Serengeti has earned a reputation for providing business men and women with the professional photographs that make them look their best.

**Let Robert show you
what he can do for you!**