

# 6 REASONS TO COLLABORATE ON AN EVENT STYLED SHOOT

## GAIN BUSINESS OPPORTUNITIES

Much is said about networking gained from working in styled shoots but it's true - your fellow vendors are in the best position to recommend your services and are more likely to recommend those whose work they are familiar with.

## SHOWCASE YOUR TALENT WHEN NEW

Typically, when first starting out most event businesses don't have a lot of content to share. These days social drives a lot of customer sales, and images are key here. Without images, you'll find it somewhat harder to showcase your work to generate clients as a new business.

## BUILD PORTFOLIO OF MARKETING ASSETS

General consensus is that images acquired via a collaboration are for the benefit of all. To that effect, many photographers will allow you to use the images for your own website, marketing or advertising. Of course, it is best to always credit everyone when sharing on social.

## CAREER PROGRESSION

Just like constant learning and evolution is a must in a corporate career, participating in styled shoots presents opportunities to learn from others, and push ourselves to new limits. You can stand out as an authority whilst giving us a chance to push new trends and ideas.

## GET PUBLISHED ONLINE

A styled shoot is not only for getting published in high-end magazines. A wedding, party or event blog will offer social promotion and valuable backlinks, things that look good for algorithms in general. You could even consider many lifestyle blogs too.

## PRACTISE AND CREATIVITY

Is there a new technique you'd like to try and refine? A styled shoot is a perfect opportunity to do just that. A shoot also offers a chance to flex our creative muscles, by creating something that is not quite popular with clients yet (see above about establishing yourself as an authority).