



# Professional Photography Guide

Capture photos that make guests stop scrolling

## Why Photos Matter More Than Anything

On Venue Connect, your hero photo is responsible for ~80% of whether a guest clicks your listing at all. After that, the next 4-5 photos decide whether they message you.

If you hire a professional once, hire them for photos. It pays back faster than any other investment you can make in your venue.

## Hire a Pro vs. DIY

Professional venue photography typically costs \$500-\$1,500 in most US cities and delivers 15-30 edited shots in 1-2 weeks.

If hiring a pro isn't possible, you can absolutely shoot it yourself with a recent smartphone — just follow the rules below religiously.

## Lighting Is Everything

Shoot during golden hour (1 hour after sunrise or 1 hour before sunset) when sunlight is warm and directional.

Turn off harsh overhead fluorescents — they cast green/yellow tones that look dated.

If shooting at night (for evening event vibes), use string lights, candles, and table lamps to create warmth. Don't use the camera flash.

## The Shot List

1. Hero shot — wide angle of the main room, fully styled as if for an event.
2. Alternate angle of main room.
3. Detail shot — table setting, glassware, floral.
4. Bar / beverage area.

5. Outdoor space (patio, garden, rooftop) if applicable.
6. Entryway / first impression shot.
7. Restrooms (yes, really — guests want to see them).
8. Any unique architectural feature.
9. Sunset / dusk exterior shot.
10. Event-in-progress shot with guests (if you have releases).

## **Composition Rules**

Shoot landscape (horizontal), not portrait. Vertical photos crop badly on the listing card.

Stand in corners and shoot toward the opposite corner — this maximizes apparent space.

Shoot at chest height, not eye height. Lower angles feel more cinematic and make ceilings look taller.

Style every shot. Set the tables. Light the candles. Stage glassware. An empty room photo will never out-perform a styled one.

## **Editing Quick Tips**

Use Lightroom Mobile or Snapseed (both free).

Slightly increase exposure, lower highlights, raise shadows. Bring up white balance toward warm.

Don't oversaturate — guests will notice and trust you less.