



International Sailing Federation

Photography Guide

ISAF Photography Guide

Images are important for promoting the sport of sailing, the sailors, host venues and sponsors. Good photography adds value and gives the media an extra reason to use the story and showcase your event or announcement to the world.

Running a photograph alongside a release gives editors a reason to assign coverage to your news over another sport or events with a text-only news release.

It is therefore important that you have a clear understanding of what you want a photographer to shoot and have planned how you will distribute the pictures they take.

What Do You Want From a Photographer

Before you appoint a photographer establish what you want to add to a brief:

- On water sailing shots – do you want to cover every sailor or just the leaders?
- Sailor portraits – these can be good to highlight individual sailors and can be used as their ISAF sailor ID image
- The venue
- General views and beauty shots
- Medal ceremonies and social images
- Boat park preparations
- Abstract / creative sailing shots
- VIP appearances
- Sponsor objectives
- Number of photographers – depending on the size of the event you may require more than one photographer and a dedicated photo editor
- Post event reporting – include number of pictures taken, downloads, usage etc.

Choosing A Photographer

Once you've established a brief it's time to choose a photographer(s). There are hundreds of sailing specific photographers choose from who all have their own way of doing things. Gather a variety of quotes and consider the following:

- Previous experience – what events have they photographed? Get feedback from previous events.
- Portfolio – have a look at some of their images from previous events – are you a fan?
- Equipment – do they have the right tools to do the job?
- Price – What would you get for your money?
- Speed of post-production – It's important images are ready as soon as possible. Ask for images to be widely available within two hours of the end of racing.
- Back up plans
- Relationship – Do they have existing relationships with any of the sailors, officials and organizers of the event?
- Online press office – do they have a server to store photographs or will have to provide something such as a Flickr or Picasa account for them?
- Do they have an established distribution network and contacts?

Distribution

It is one thing to take stunning imagery but another thing to get the images published and to reach your target markets.

Transmitting pictures and words to publications, within their deadline and in their preferred format, is one of the most crucial aspects of getting campaigns into print.

When distributing photographs consider the following:

- Information – Include key information such as who, what, when, where and how. This is a basic principle that should be applied to set the scene.
- Email subject – photo desks receive hundreds of emails every day so it is important to make your communication stand out with an eye catching subject in the email.
- Captioning – include event name, race number, boat class, sailor name and nationality as the minimum.
- Be specific – ask sailors, what their local newspapers are, search for it online, find a contact and send an email with images and associated text.
- Make it personal – if you know the Editor or Photo Editor by name, then address them by their name and establish a relationship with them.
- Don't send multiple emails – it takes space away from the recipients' inbox and makes them easier to delete in bulk!
- Further images – provide links and information on where to access further image.

For further assistance with distribution please contact the ISAF Communications Department on Marketing@isaf.com.

Keep A Record

Keep a record of who you have emailed and monitor the publications news output. Don't be shy to ask for PDFs of printed content to add to your portfolio to show sponsors after the event.