

Woo hoo, it's nearly the big day!

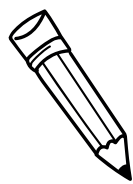
Are you as excited as we are?

Yes, your group photo day is coming up soon, and we want to make sure the children get the best possible experience, whilst everything runs super smoothly for you too.

We want you sitting back, happy with a nice cup of tea at the end of it, and we're betting you do too! So, here's a short guide on what to expect, along with some tips about what you need to do to make the day a complete success.

Any questions or concerns, please email us at: hello@smilesatschool.com

Don't forget to tick off what's been completed!



2-3 Weeks Before:
PROMOTE!

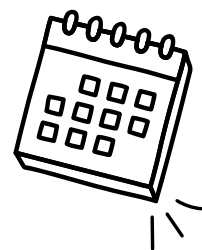
- Put up posters everywhere you can
- Reach out to parents and get them excited about planning the day
- Get permission for photos to be taken

GREAT START

1 Week Before:
REMIND!

- Send out reminders
- Remind parents that children should arrive in the correct uniform
- Remind teachers too, especially if you expect them in your photos!
- Confirm start times with us

Parents can be forgetful!
(We know, we're parents too)



NOT LONG NOW

The Day Before:
PREPARE!

- Pick the perfect photo spot. Outdoors sell the best. Indoors we'll need the hall
- Get your photo area ready – tidy, clean and clear
- Including staff? Remind them, and let us know too
- Plan the order of classes (Reception to Y6 works best with sports groups at the end)

Check uniforms are correct. Cardigans, jumpers, shoes, no PE Kits.



HALF WAY

On Photo Day:
SMILE!

- Get ready! Your photographer will arrive up to 1 hour before the session starts to set up
- Confirm dress code expectations so we can police it. Eg. jumpers/cardigans on all? Staff lanyards on or off? Badges and award stickers on/off?
- Ask teachers to bring classes out in height order clean and tidy
- Ensure the next class prepares as the previous are photographed
- It's photo time!!! Have fun – after all the children will!

Remember, Photographers run on coffee...



WELL DONE

After Photo Day:
EXCITE!

- We'll get proof order forms to you within a week
- Hand the forms to parents right away
- Display your sample photos to help parents choose
- Let them know how they can order

We'll send you a poster to help

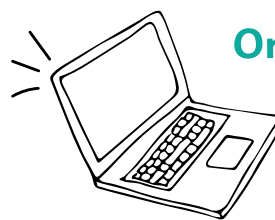


NEARLY THERE!

Around 1 Week After:
REMIND!

- Remind parents of the deadline for ordering and snagging that early bird discount
- Send any proof orders to us via our secure WeTransfer link
- Most orders will be sent directly to parents, the rest will come to school/nursery around 1 week after the deadline

Online is always best





Maximise Your Commission

Let's be honest, one of the benefits of photo day is being able to raise some extra funds for your School. And you do that with commission. So the more parents order, the more money you get. Simple really!

If you want to get the most out of the experience, here's a few tips to help:

- Hand parents their proofs quickly – then ooh and ahh with them over the photos to help get them excited
- Remind them about the deadline to get their early bird discounts
- Encourage them to order online – there's more choice and faster delivery
- Give them a few nudges long the way – we'll help with posters and reminders!
- If anyone misses the 'deadline date', don't panic!
We still accept late orders online (and they still count in your commission until the day we deliver)
- Follow us on Facebook [@smilesatschool](#) and Instagram [@smilesatschoolphotos](#) and tag us in your posts to help remind parents
- Add a link on your website to ours
(speak to us for the correct links and logo)

See you soon!

We hope that your photo day brings lots of smiles and laughter to the children, their parents, and to you.





Types of photos we take

These are the photos we would usually take on group photo day...
The more you opt for, the higher your commission and the happier your parents!

Class groups:

We usually take a nice, smiley formal group, followed by a 'fun' group with children 'posing', thumbs up etc (but no hand signs, 'dabbing' etc!) - this allows the children to have some fun, whilst giving parents a choice and encouraging bigger sales and commission. *Time taken: Less than 10 minutes per class (a little longer for reception).*

Sports groups:

Again, a formal arrangement, and a more relaxed fun one. Have a clean ball to hand and any recent Trophies too! *Time taken: Less than 15 minutes per team.*

Sports individuals: It takes just a few seconds extra for each player to pose for a quick photo by a ball after their group photo, and adds to your commission results! *Time taken: 10-20 minutes maximum.*

Leavers group: We can do an informal leavers group if required, perhaps in a nice fun school setting such as climbing frames ect. Many schools find the two standard class groups suffice. Let us know if you want any thing more. *Time taken: 10 minutes.*

Leavers individuals:

We will take a nice informal individual photo of each Y6 leaver. It is their last ever School photo, so we let them relax a little. *Time taken: Less than 40 minutes for a class of 30.*

See you soon!

Let us know your preferences well before photo day!

