



Woohoo, it's nearly the big day!

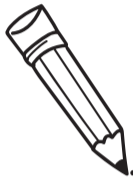
Are you as excited as we are?

Yes, your 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!

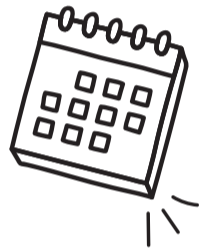
- Put up posters everywhere you can
- Reach out to parents and get them excited about planning the day
- Get permission for photos to be taken

GREAT START

1 Week Before: REMIND!

- Send out reminders
- Let parents know their cleanest uniform or a change of clothes will help their child look fabulous
- Confirm start times with us
- If you invite any children not usually with you to the photo day, book them in (before midday is best)

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



NOT LONG NOW

The Day Before: PREPARE!

- Pick the perfect photo spot. Indoors a 4m square space is ideal
- Get your photo area ready – tidy, clean and clear
- Remind your staff so they can glam up for their staff photos
- Send a final parent reminder so no one forgets!

HALF WAY

On Photo Day: SMILE!

- Get ready! Your photographer will arrive up to 1 hour before the session starts to set up
- Assign someone to organise children, clean noses and brush hair
- Write up a list of names so we don't miss anyone
- It's photo time!!! Have fun – after all the children will!
- Put the kettle on!

Remember, Photographers run on coffee...



WELL DONE

After Photo Day: EXCITE!

- We'll get proof order forms to you within a few days
- Hand the forms to parents right away
- Enjoy looking at the photos with parents and class teachers!
- 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
- On deadline day, tell us how many orders have been handed in
- Send them 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 or Nursery. 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.

