

Tips for getting the most out of a freelancer

You're looking for a photographer for your event but don't know where to start. UF/IFAS Communications (ICS) Photography has compiled (and will update) a reputable list of freelance photographers and videographers around Florida and list them for you.

First, fill out this form

This form will help when meeting with a freelancer.

Name: _____

Title: _____

Email: _____

Phone: _____

Event name: _____

Type of event:

- Awards Ceremony/Dinner Banquet
- Conference Coverage
- Event Coverage

Event date: _____

Start time: _____

End Time: _____

Address: _____

Is there a speaker or distinguished guest/group that *HAS* to be photographed? Yes No

Note: Inform the freelancer beforehand and highlight the distinguished guest/group at the event

1. Will you want a group photo at any time during this event?
 Yes No
2. When will you want the group photo taken?
Beginning of event/end of the event?
Let a freelancer know *AHEAD OF TIME* so they can scout locations and logistics.
3. Will there be a 'surprise' check presentation or similar moment during this event? LET YOUR PHOTOGRAPHER KNOW.
4. Discuss with a freelancer:
 - Ask: What is your rate? Ask about mileage reimbursement if the event is out of the freelancer's area.
 - If you're requesting a photographer for an award/recognition, ask your photographer about the best location for awardee photos.
 - How will you receive the photos? Google Drive/Dropbox/Zenfolio/etc.
 - If you need a handful of photos quickly for a press release, communicate that with your photographer and explicitly tell them which photos you need.

What to say when you reach out

Email: Make your subject "Seeking Freelance Photographer for a University of Florida IFAS Event." In the body of the email, include the event information and your contact information.

Voicemail: state your name and contact information and say that you are seeking a freelance photographer for an event for the University of Florida IFAS.

Text Message: Include your name and contact information and say you're looking for a freelance photographer for an event for the University of Florida IFAS.

We highly recommend that you contact a freelance photographer AS SOON AS POSSIBLE. Most of the photographers on this list are willing to travel if the event is not in their area – you will need time to talk over scheduling and logistics with your photographer. Contact them ASAP.

Freelance photographers

Gainesville

Brianne Lehan | (386) 523-6229

Matt Pendleton | (305) 519-8021 | matt@mattpendleton.com

Jacksonville

Deidre “Dede” Smith | (904) 338-1612

Fran Ruchalski | (906) 206-2669 | fruchalski@gmail.com

Laura Evans | (904) 238-4859 cell | (904) 238-4859 studio | le@lauraevansphotography.com

Orlando

Steven Sobel | (386) 283-2374 | stevensobel@gmail.com

McKenzie Lakey | (509) 985-8129 | mckenzielakey@gmail.com

South Florida

Kevin Abdiel | openartzz@gmail.com

Megan Briggs | mbriggsphotos@gmail.com

Josh Ritchie | 309-532-2900 | josh@joshritchiephoto.com | joshritchiephoto.com

Florida

Gemstone Media: a professional video production company with contract photographers and videographers around Florida. They can have someone at your event anywhere in Florida.

service@gemstonemediainc.com | (904) 354-1500

If you need help with communicating with a freelance photographer and would feel more comfortable CC'ing the IFAS Communications Photography unit, please feel free to do so. Email: photo@ifas.ufl.edu
