Photography

Do you get the picture?
Importance of Photography

• It’s a visual age
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• The best photos tell their own story
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• Creates interest for viewer
Importance of Photography

It's a visual age

The best photos tell their own story

Creates interest for viewer
Benefits of Photographs

• Publicity for the sport
Benefits of Photographs

• Publicity for the sport

• Marketing value for sponsors
Benefits of Photographs

- Publicity for the sport
- Marketing value for sponsors
- Increased income for the sport
Using photographs to gain publicity

- Photograph stands on its own
Using photographs to gain publicity

- Photo stands on its own
- Photo linked to a story
Using photographs to gain publicity

- Photo stands on its own
- Photo linked to a story
- PR – local papers and trade magazines
Photography - the basics

- Use large capacity memory card in camera
- Have camera on maximum file size
- Background
- Lighting
- Group people close together
- Make the shot interesting
- *Never* have subject looking into the sun
Media outlets

- Specialist magazines
- General interest magazines
- Newspapers
- Websites
- Social media
What you can do

• Photograph all your top players

• Send through to the media outlets

• Encourage major squash centres to have camera windows in the tin

• .....and most importantly.....
The Professional Game

- The Glass Court
- Players should interact with crowd and TV
- Emotion