# Things You Gotta Know!

- Events -
With Guy T Phillips, TPPA Associate Fellow, PPA Craftsman, CPP, CPP Liaison

# Things You Gotta Know!

- Events -
With Guy T Phillips, TPPA Associate Fellow, PPA Craftsman, CPP, CPP Liaison

WHAT'S THAT GUY'S NAME?
PHOTOGRAPHY BY GUY T

# Connect for More …



TPPA Associate Fellow | PPA Craftsman, CPP, CPP Liaison
https://www.facebook.com/guytphillips
https://www.facebook.com/whatsthatguysname
whatsthatguysname@live.com | www.whatsthatguysname.com

a) Assessment

b) Infrastructure

c) Communication

d) Creation

e) Delivery

a) Assessment

    a)   Who, What, When, & Where

        a)   Small?  Large?

        b)   Individuals?  Teams?

        c)   "Walking the Tables" or Stationary?

        d)   One Photographer?  Two?  More?

# a) Assessment

### a) Do I have the Right Solution?

### b) Can I Handle it?

### c) Am I Safe, and Am I Covered?

## PhotoCare

Equipment insurance policy included with membership.

**Learn More**

## PhotoCare Plus

Upgraded equipment insurance in addition to your PhotoCare policy.

**Learn More**

## Drone Insurance

Drone, camera and general liability insurance designed for drone photographers.

**Learn More**

Business Protection:

## Data Loss & Negligence

Protect your business from dissatisfied clients and data loss.

**Learn More**

## Business Owners Policy

General Liability, Business Property, and Equipment insurance all rolled into one policy.

**Learn More**

## General Liability

Covers client injury, slander and property.

**Learn More**

Source: www.ppa.com

a) Assessment

a) Infrastructure

    a) Scheduling

    b) Site

    c) Portfolio, Pricing, Policies, Agreements

Source: www.google.com

© WHAT'S THAT GUY'S NAME? | PHOTOGRAPHY BY GUY T

a) Assessment

a) Infrastructure

    a) Scheduling

    b) Site

    c) Portfolio, Pricing, Policies, Agreements

    d) How do I Make This Touch-Free?

        a) Rob Sigler and Capture Monkey

Source: https://youtu.be/vbSMO7D6Vcg

a) Assessment

a) Infrastructure

   a) Scheduling

   b) Site

   c) Portfolio, Pricing, Policies, Agreements

   d) How do I Make This Touch-Free?

   e) Equipment

a) Assessment

a) **Infrastructure**
   a) Scheduling
   b) Site
   c) Portfolio, Pricing, Policies, Agreements
   d) **Equipment**

Source: fjwestcott.com
Source: friocoldshoe.com
Source: www.sekonic.com

a) Assessment

a) Infrastructure

   a) Scheduling

   b) Site

   c) Portfolio, Pricing, Policies, Agreements

   d) Equipment

Source: fjwestcott.com
Source: tethertools.com
Source: www.sekonic.com

a) Assessment

a) **Infrastructure**

    a) Scheduling

    b) Site

    c) Portfolio, Pricing, Policies, Agreements

    d) **Equipment**

Source: fjwestcott.com

a) Assessment

## a) Infrastructure

   a)     Scheduling

   b)     Site

   c)     Portfolio, Pricing, Policies, Agreements

   **d)     Equipment**

a) Assessment

a) **Infrastructure**

    a) Scheduling

    b) Site

    c) Portfolio, Pricing, Policies, Agreements
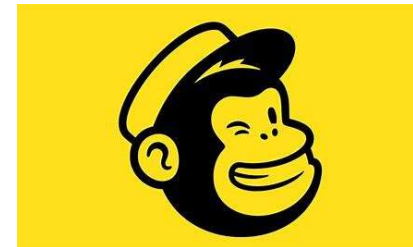
    d) **Equipment**

a) Assessment

b) Infrastructure

c) Communication
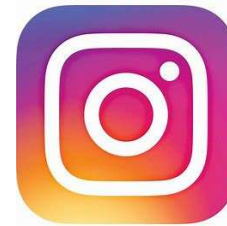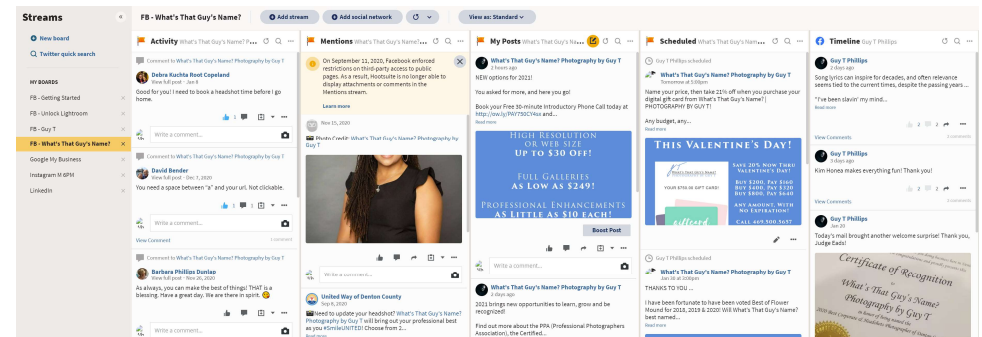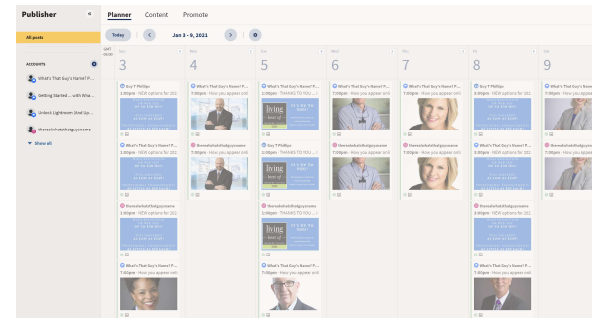
    a) Chamber of Commerce

    b) City Media Director

    c) Social Media, Email, MailChimp, Hootsuite

Source: google.com

a) Assessment

b) Infrastructure

c) Communication

   a) Chamber of Commerce

   b) City Media Director

   c) Social Media, Email, Hootsuite

a) Assessment

b) Infrastructure

c) Communication

d) Creation

a) Assessment

b) Infrastructure

c) Communication

# d) Creation

    a)    Full Size or Small JPEGs?

    b)    All Files or Limited?

    c)    Enhanced or Unenhanced?

a) Assessment

b) Infrastructure

c) Communication

d) Creation

e) Delivery

a) Assessment

b) Infrastructure

c) Communication

d) Creation

e) Delivery

   a) Site, Links

# Connect for More …



TPPA Associate Fellow | PPA Craftsman, CPP, CPP Liaison
https://www.facebook.com/guytphillips
https://www.facebook.com/whatsthatguysname
whatsthatguysname@live.com | www.whatsthatguysname.com