

# A conversation



Getting ready for your shoot at RinkaDink



Are  
we  
there  
yet?

HOORAH! It's almost time for your Summer Pop-Up shoot at RinkaDink and we thought now would be a good time to prepare you for the big day and answer any questions you might have.

In this brochure we will talk you through:

- the best way to prepare your kids for the photoshoot
- what happens during the shoot
- what happens after the shoot
- how to care for your digital files
- products you can purchase to get your memories off the cloud and into your home

ADVENTURE  
BEGINS  
HERE

Okay Guys, let's talk kids. People say never work with children or animals but we say they are the best fun!  
Here's our top tips for getting your kids to cooperate before and during the photoshoot:

yes  
+  
no

- In the build up to shoot day tell the kids they are coming to RinkaDink to 'play' with the girls! Tell them we will have fun singing, dancing, chasing, jumping and pulling faces. Avoid wording that might put pressure on them to 'perform', for example, *"we are going to have photos taken"*, *"you must give your best smiles"*, *"I hope you are going to behave and do what you are told"*.

We have clever and sneaky ways to coax children into having their picture taken when all they think they are doing is having fun! So don't alert them to our rouse! A relaxed parent makes for a relaxed child :)

- Make sure your children are well fed and watered **before** the shoot. Hangry ain't a good look!
- Bribes are a very last resort that we sometimes need to get a good full family shot. We use mini marshmallows and we have plenty here!



# Question:

## WHAT HAPPENS WHEN WE ARRIVE?

Come on up to **Unit B.107 in Portview Trade Centre** and wait at the little chairs until we fetch you (if you aren't sure on how to find us just give us a ring on the number below). Summer Pop-Up is fully booked so we will have shoots directly before and after yours. Therefore, it is essential that you arrive on time as we can't extend your session :(

As soon as introductions are done and your child is ready we will remove shoes and socks and head into the shoot space!

If your shoot is after 12:30pm on a Saturday or on a Sunday the main gate will be closed. Call us on 028 9073 8472 and we will come down and let you in!

Some kids need a longer introduction time than others. This is totally fine and normal! If you relax they will follow suit :) Don't panic if our cameras are down and we are engaging with your kids - this is just a relaxation tactic to get more natural smiles :)

Out of seeming chaos beautiful, real portraits are captured. Trust us on this one! We've seen it all and then some. We got this!

**Aha**  
Moment

# ask me anything

## WHAT SHOULD WE WEAR?

This set works so well because of the colour palette. We developed it with this range of colours in mind because we knew that pastels/white/cream would be easy to find this time of year and you probably have something similar in tone already in your child's summer wardrobe.

To get the very best results from your RinkaDink Summer Pop-Up session we recommend avoiding any outfits with loud patterns or logos, bright/neon colours, or dark colours. Steer towards light blues/peach/soft pastels, mint or white/cream. We purchased every item of clothing for our models from [www.zara.com](http://www.zara.com) as we find it easier to find the sizes and colours needed in the online store.



Lots of parents say they prefer to keep the shoot *all about the children* but sometimes we may need to use you as a 'prop' to help ease your child into the shoot. So, dress in neutrals, white, pastels and get ready to snuggle/tickle/wrestle/ squeeze if you are required to do so!



# Answer:

## AFTER THE SHOOT

- Your images will be sent to you via a digital download **within two weeks** of your shoot taking place.
- We ask that you download your files to your computer desktop and *back them up straight away!* Digital files are a fragile thing - they are so very easily lost or misplaced in the digital space that is 'The Cloud' or the seldom reliable hddrive. **Do not risk** losing those precious memories! We keep your digital files on our Studio hddrives **for three months only**. Digital technology moves quickly. Remember when we used to save important information on CDs (or bluray!)?!
- **Take care of your investment in your family history.** *You* spent weeks planning the shoot, buying the outfits, getting everyone organised and creating some of the best images of your family with us. Now is the time to look after those files. The only sound way to preserve those memories is in print. We can help and advise you in any way. Just ask :)





## LET'S TALK ABOUT

### THE FACT THAT WE ARE CREATIVE NERDS

It is truly important to us that you know we are creative little souls and in no way, shape or form are we salespeople. We want you to get the best out of your photos and your RinkaDink shoot but the vision for our brand and customer experience does not include hard sales tactics and product pushing.

So, in an effort to help you feel at ease in our Studio, we want you to know before you arrive that all of your digital files are included in the cost of your shoot. You can purchase professional prints, wall art, books and USB drives from us but it is not required. We want you to have all the information at hand before coming in, and then if you have any questions you can ask us on the day. All of our professional archival and wall art products are on display in the Studio so you can feel free to touch, flick through and talk about any of it.

If you are anything like us you will hate being sold to so we want you to know - we won't do that. We will, however, answer your questions if you have any :)

*(just so you know)*

You can view the full details of all of our products on our online shop:

<http://shop.rinkadinkstudio.com>

All of our prints are professionally printed and sealed to preserve colour and detail over a lifetime. We use a pro-photography lab that supplies exclusively to photographers. Our monitors and their printers have been tested to ensure that your prints come back looking exactly as we have shot and edited them.

You may find that when you take your digital downloads to a high street store that the colours don't look exactly like they did on your screen, or that they fade within a few months. Unfortunately this is because high street print machines and many online printers use cheap ink, don't clean print heads, don't do quality checks or don't seal their prints to prevent fading. Choose your printer carefully and bear in mind that the old adage *'you get what you pay for'* is very true in the case of printing and framing companies!





FEELING  
ALL THE  
FEELS

**THANK YOU** so, so much for taking the time to read this information. We want you to have **THEE** most **RAD** experience with us so we love that you are getting excited and prepared and ready to make some lovely memories. Looking forward to seeing you on your big day at RinkaDink :)

*RinkaDink*