

# School Marketing Photography

 TOM SOPER  
PHOTOGRAPHY





## ABOUT TOM

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*In the last 10 years, as the approach to school marketing has become ever more professional, I have worked closely with schools to develop their photographic visions.*

*Schools employ me repeatedly because I produce the results they need: eye-catching, positive and sharp photos that tell the story of their school. My high quality, high-resolution images are used to promote schools across all platforms, from websites to magazines to exhibition stands.*

*The ability to shoot consistently strong photos in a school takes experience and skill. As you will see from the images in this brochure, I am accomplished at shooting a wide range of photographic styles in any conditions. I can shoot reportage, portraits, low-light theatre photos and fast-moving sport.*

*I am comfortable working in natural light or in a studio set up.*

*Clients often comment on the softer skills I bring to a shoot: strong communication, flexibility and an excellent understanding of the school environment. Taking photos in a school requires a delicate balance between delivering the marketing team's brief and being sensitive to the priorities of the teachers and students.*

*I am confident that I can produce the best quality imagery for any school. If you are interested in working with me to produce some captivating images for your school please do not hesitate to contact me. I would be delighted to discuss any requirements you may have.*

**mobile:** 07544 944121 **email:** tom@tomsoperphotography.com **website:** www.tomsoperphotography.com

# TESTIMONIALS

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*"Tom has worked for Felsted for many years now and is the ultimate professional. We fully rely on the images he takes in all our marketing campaigns. Tom is organised, reliable, meets deadlines and is fully compliant with the safety procedures we have in place when working with children. I highly recommend him to meet any brief and provide a professional set of photographs for your business."*

Sophy Walker, Director of Marketing, Felsted School

*"These photos are super, thank you so much! I will definitely come back to you in the future. Working with you is so uncomplicated, you know exactly what we are looking for."*

Sarah, Kirby-Smith, Head of Marketing, Orwell Park School

*"These are the best set of photos I've seen for a music event. Thank you SO much to Tom for capturing the evening so well. Absolutely perfect."*

Mrs Rachel Clarke, Assistant Director of Preparatory School Music, Felsted Preparatory School

*"At the College, we have strong ideas about how we want our publications and documentation of school life to look, and Tom has helped us to refine those ideas into a consistent approach to photography. His photographs are always of a high quality and he understands storytelling through photographs very well. He has a keen ability to interpret even very general briefs and produce photographs that are interesting, representative and, best of all, usable in multiple contexts. He has an outstanding rapport with staff, students and parents (this is one of his great strengths) and can help them to relax in front of the camera so he can take natural shots that tell a story. At events Tom gets great photographs while remaining unobtrusive, and is sensitive to the nuances of a rehearsal or performance so that he doesn't interfere with student activity. Tom provides excellent service, is flexible, reliable and totally professional in his approach. In short, I cannot recommend Tom highly enough as a photographer in a school. He provides the perfect balance of passion for photography and outstanding production values with an understanding of school life and what is important to our audience. He is a pleasure to work with."*

Sinéad Collins, Director of Communications & Marketing, United World College of South East Asia



*"Tom's photographs are technically strong and he understands the look and feel we are aiming for at Tanglin. At events it is clear that he has understood the nature of the event and his work tells the story of what has happened. In 2014 we rebuilt the school's website and Tom helped to plan the important photographic element of the new site. We commissioned him to work to a specific brief, shooting portraits to fit the banner as well as other parts of the site, and we were delighted with the results. One of Tom's strengths is his ability to build relationships quickly. He is excellent at working with teachers and had the sensitivity to understand the teachers' priorities and not interrupt the activities taking place. When he was in the school he took the time to chat to the Communications Team so that he formed a good relationship with them. With Tom's personality, approach and high-quality photographs I would recommend him to any prospective client."*

Katherine Massey, Marketing Director, Tanglin Trust School

*"Tom is extremely professional and relaxed, which is reflected in his photography. He takes high-quality photos that neatly capture the essence of our school and pupils. I feel confident Tom will deliver in any scenario and I look forward to working with him more in the future"*

Michelle Dodd, Head of Marketing and Admissions, Culford School

## CLASSROOM PHOTOGRAPHY

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*To produce classroom photos that feel authentic I aim to be as unobtrusive as possible. I will blend into the background and use a long lens to capture the genuine faces of children learning. I am always sensitive to the academic environment and respectful to both teachers and pupils, and their learning priorities. There are of course occasions when I need to shoot with small groups, in which case I work quickly and quietly so as not to disturb the rest of the class.*



# PORTRAITS & GROUPS

For many years I worked as a family photographer and in 2015 I had a book of individual portraits published. Both these experiences have stood me in excellent stead for shooting the very important group photos at schools. The location, group arrangement and lighting are all critical to producing photos that feel original, positive and fun. I shoot with natural light where possible, but always carry portable studio lighting as a back-up. I find photographing young people a real pleasure, as they are quick to smile, full of energy and eager to be part of any photoshoot.



FROM BOARDING TO DAY SCHOOLS, NEW EXPERT ADVICE FOR LONDON PARENTS

# SCHOOL REPORT

Summer Term 2017

**MIND OVER MATTER**  
The schools where mental health comes first

## TEAM WORK

HOW FELSTED SCHOOL LEAD THE WAY IN BUILDING INTERNATIONAL RELATIONS

**WHAT'S THE PROBLEM WITH SEX EDUCATION IN THE UK?**    **MAKING THE JUMP FROM PRIMARY TO SECONDARY A SMOOTH ONE**    **SIENNA MILLER ON HOW BOARDING HELPED SHAPE HER**



**The school that grows with you**  
You'd be forgiven for thinking that your child's needs can't possibly be met as an individual as part of our age. The reality could not be more different.

**The boarding culture**  
Just as the curriculum is tailored to meet the needs of your child, so the boarding culture is tailored to meet the needs of your child. It's not just about the facilities, it's about the culture.

**“** Many schools claim to be child-centred, focusing on each individual across a wide ability range, but not all achieve it. Felsted does, providing a busy, bustling and largely fun environment, where the ethos is all about doing the very best you can and finding your key strengths. **”**

**“** Most importantly of all, though, is the community that boarding culture creates. By living, learning and sharing life's moments on and off the school, children develop a sense of belonging, mutual respect and support. It's this that makes staff so committed to the community and students, content to bring the best they can be for their teachers, friends and school. **”**

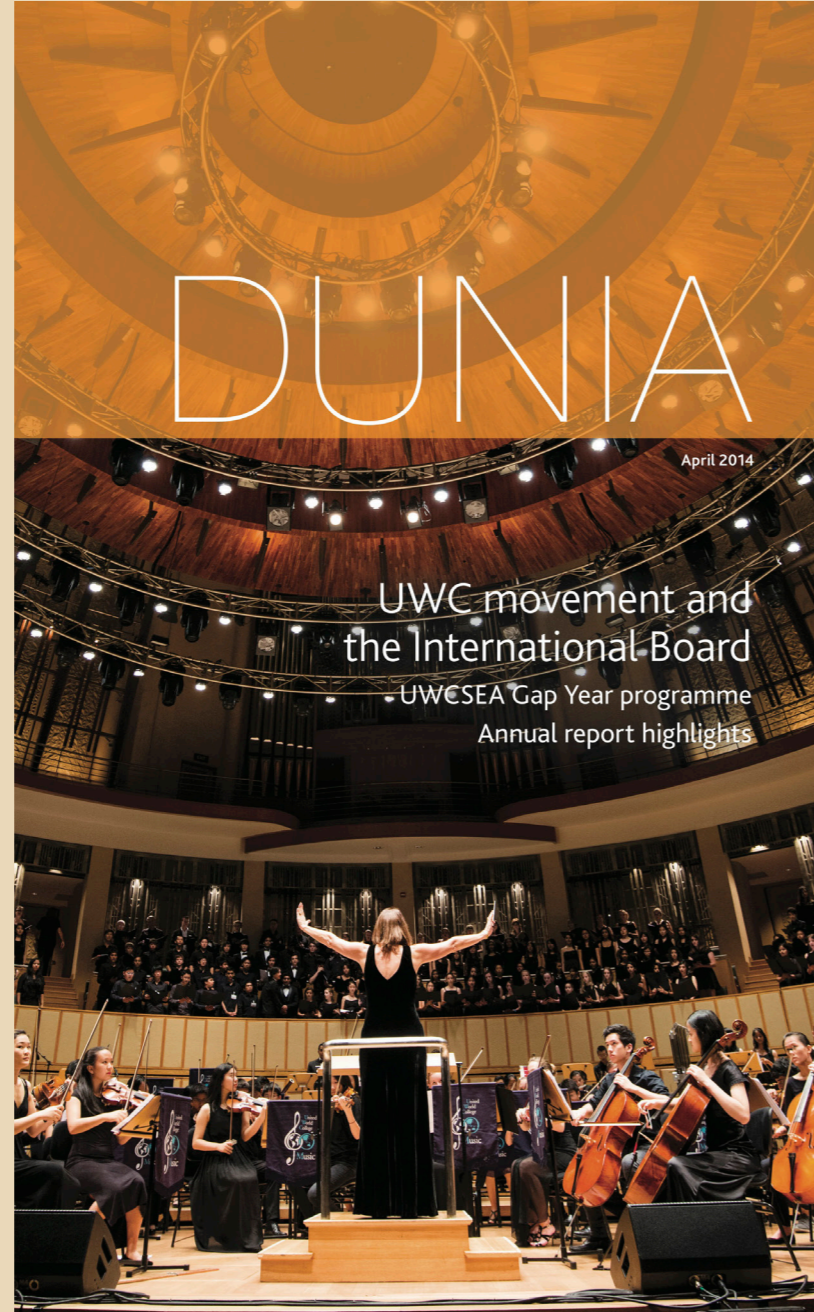
**“** We feel pride as Felsted continues to grow in reputation and recognition as one of the finest schools in the UK. **”**



## SPORT

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*Being a keen sportsman and sports fan gives me an appreciation of how to capture dramatic sports photos. I understand the flow of a match, who the strong players are and I can anticipate moments of exciting action. I love capturing the wide range of emotions on the players' faces, from concentration and frustration to determination and happiness. A specialist 600mm lens allows me to get close to the action and capture truly spectacular photos.*



## MUSIC

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*Music events, be they orchestral or contemporary, are photographic gold dust. During a concert I am able to capture a range of emotions from concentration to joy to passion. I shoot music events with a variety lenses: long lenses to isolate soloists and wide lenses for dynamic and dramatic photos.*

# DRAMA

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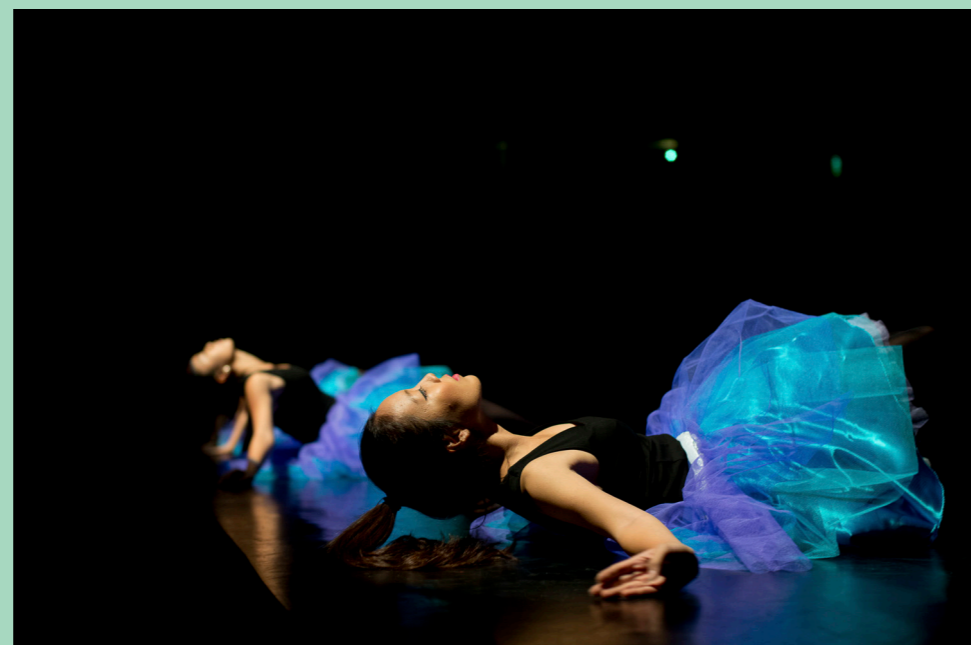
*School drama provides a wonderful opportunity for marketing images. The impressive sets, full cast songs and the dramatic expressions of students make this one of my favourite photographic genres. Shooting during dress rehearsals gives me the flexibility to shoot a wide variety of images, as well as to photograph as many of the cast as possible.*





# DANCE

The low light of theatres and fast-moving action of dance might seem a daunting technical challenge to some, but I love photographing dance performances. The spectacular dance moves, energy and enthusiasm give me a chance to be inventive, freezing exciting moments, as well as shooting longer exposures for more creative images.



## Case Study: Advertising Campaign

I worked closely with the Communications Team at United World College in Singapore on a year-long advertising campaign. Each shoot was carefully planned in pre-shoot meetings where we discussed the composition, the props and the lighting. The result was a series of captivating adverts which were used internally around the two school campuses, as well as externally in magazines, newspapers and even as adverts on local buses.

**WHAT IF...**

Grade 12 student Lukas finds a quiet place to study.

**... YOUR CHILD WALKED AMONG HEROES?**

Wouldn't it be great if your child also had the power to improve the world? That's one of the inspiring ideas in a UWCSEA education.

Take the Day Grade 12 student, Liam met Grade 12 student, Miguel. Miguel had a great idea in mind: to help the people during the war in Timor-Leste. He came to share his story with Liam's class when they were studying the effects of conflict on communities.

Miguel explained he is a mission, scholarship at UWCSEA. He hopes that in the future, he will return home with his education to help the people in his country.

With this inspiring, Liam learned the reality of war and that helping the unfortunate is a real-life survival and from the way that despite through ever adversity, and a new more inspired to help others in any way he can. Liam's met another hero at UWCSEA - himself!

What if your child joins UWCSEA?

Visit [www.uwcsea.edu.sg](http://www.uwcsea.edu.sg) to find out more.

**UWC SOUTH EAST ASIA**

**WHAT IF...**

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**... STUDENTS WERE IMMERSSED IN THEIR LEARNING?**

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**... MAKING THE PEACE SIGN REALLY MEANT SOMETHING?**

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**... A STUDENT WANTED TO BUILD A SCHOOL?**

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**... THE FOCUS OF TECHNOLOGY WAS LEARNING?**

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**... YOU COULD EXPLORE THE POSSIBILITIES?**

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**UWC SOUTH EAST ASIA**

# RATES

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## One-Off Shoots

4-hours £375 (appx 150-250 photos)

8-hours £595 (appx 250-400 photos)

## Multiple Bookings (3 shoots booked in advance per academic year)

3 x 4-hours £1,050 (total saving of £75)

3 x 8-hours £1,500 (total saving of £285)

## *Shoot fee includes:*

*All equipment*

*All post-production*

*Photos shared as high resolution files for printing*

*Photos shared as low resolution files for online use*

*Insurance*

*\*A small travel fee may apply*

*A contract will be drawn up by Tom Soper Photography. The contract allows the school full reproduction rights but the copyright remains with Tom Soper Photography.*

*I have been DBS checked for several schools and will be happy to complete the necessary DBS paperwork for any future client.*





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