

A special event

Whether you're new to event photography, or an old hand, a visit to System Insight will pay dividends

SYSTEM INSIGHT
www.systeminsight.co.uk

EVENT INSIGHT
PROFESSIONAL EVENT PHOTOGRAPHY

NOT MUCH FAZES SYSTEM Insight, not even photographing 3000 guests at a blue chip event in Las Vegas. That's exactly why it's the kind of company event photographers want to buy from and work with. As MD Stuart Morley puts it: "System Insight customers benefit from our experience, because we've been there and done it."

Established in 1991, System Insight specialises in equipment and solutions for event photography professionals. In fact, it's a one-stop shop for all event photographers.

"We specialise in selling just this equipment, we don't sell everything else. We don't sell cameras, we don't sell lenses," affirms Morley. "Specialisation is our key."

Its knowledgeable staff advise customers before they put their hands in their pockets, and will continue to do so after they've bought their kit. It even offers two ways to buy: standard or Pro. The standard route is the traditional way to buy; you hand over your money, take your kit home and get stuck in with the user guide. That's it. If you choose the Pro way, you hand over your money, then System Insight will show you how to set up your kit and make sure that it's all working fine, before leaving you to tackle your first job. And then you can still give them a call for more support.

And with years of retail experience, System Insight knows just the right products to recommend from low-cost



HiTi dye-sub printers through Nikon's wireless camera solutions to its own version of Mitsubishi's CLICK Lite or IT5000 PRO system. System Insight isn't just a retailer though. It also offers advice and training.

The first port of call for advice is its website. There's everything here a budding event photographer needs to know before taking the plunge.

Not sure what type of printer you need for your first event? Look no further. System Insight has the advice on what to look for in a low-cost model. Or if you're trying to decide whether a wireless system could be cost-effective, there's an overview of both wireless and tethered systems.

And for a more in-depth approach, it also offers training. "Not on photography though," stresses Morley. "We play to our strengths."

Its monthly Event Photography for Profit course is perfect for photographers who want to know how to start earning – or earning more – from event photography. The day-long course covers all aspects of workflow and sales & marketing. It explores the essentials, such as kit and staffing, as well as the crucial aspects of how not to lose money and how to increase sales, both on the evening and in the future. Run by System Insight's MD, Stuart Morley, and professional photographer, Mike Orr, the course, is a great investment for any snapper involved in event photography. And rest assured that both Orr and Morley know what they're talking about, because they've been there, done it and got the T shirt – many T shirts in fact.

Morley's event photography experience comes from System Insight's



sister company, Event Insight. Specialising in instant on-site photo printing, Event Insight covers all manner of events from black tie dinners and corporate evenings to charity days and sports tournaments. It employs top of the range equipment from the likes of Nikon and Mitsubishi to put together a kit and workflow that's tailored to an event. And its team of more than 100 experienced photographers has covered events throughout the UK – and even in the USA.

One stateside adventure took it to Las Vegas' MGM Grand Hotel, a huge venue the size of a village, to cover an event for a blue chip company. Working with its favoured Mitsubishi touch-screen IT5000 system, Event Insight set up wireless systems that was capable of offering all 3000 guests at the event a branded photo.

Closer to home, Event Insight has also recently been in action at the Isle of Wight Festival and BA's London City Airport Funday.

On the Isle of Wight, Event Insight set up two studios complete with props – guitars, wigs and microphones, from its own stock. Well, after all, the theme was 'Rock star'. Using two IT5000 systems with four printers, more than 1000 'rock groups' were photographed and over 4000 prints output. As one participant recalls: "Event Insight has a great team and all the equipment to ensure a project is a success."

For the BA London City Airport gig, Event Insight took the bus – its own, the aptly named Photobus.

Almost 30ft long, the Photobus features everything necessary to output 3000 prints per hour – Mitsubishi processing kit, bespoke software, wireless



technology and Internet access. As if that's not enough, Event Insight also has the Photobus! And both are available for events.

Event Insight's work feeds directly into System Insight's knowledge pool. Every time the Photobus or Photobus goes out, the team learns from its experience. And that new knowledge is added to the wealth of expertise that the System Insight team imparts to its customers every day.

So if you want to know where you can go with event photography, or be a part of the team, then make System Insight your starting point.

Contact

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