

# The Weekend to Remember Photo Booth

## How to run it and have fun, too!

FAMILYLIFE® presents  
weekend to  
remember®

These instruction sheets will help make your booth effective and efficient. Take a few minutes to **understand the “Do’s” and “Don’ts”** on this page and how to **take better photos** on the following page.

The goal of the photo booth is to **have fun and encourage guests to make posts to their social media accounts.**

### DO’S of the Photo Booth



#### Have fun and help the couples to have fun!

Help them relax, be affectionate (suggest kiss on the cheek!), and be animated. Tease and kid them a little!



#### At the start, invite passing couples to get their picture taken,

especially couples that are smiling. When photos are being taken, a line usually forms.

#### More Do’s



**We have dry erase “We Still Do” signs—couples can write the year they were married on them.** Keep them separate along with the markers and eraser from other signs.



**Have the photo booth open at every break.** Open the booth 15 minutes before the morning sessions and the Saturday afternoon session.



**Display hand-held signs on tables so they’re easy to see and use.** They can use several signs if they want.



**Use the camera’s flash** to take the best photo. Ask guests in line to set their cameras to flash.



**Give each couple a handout card** after taking the photo.



Ask couples to **lay aside coats, manuals, and purses** before taking the photo.



**Recharge the spare batteries—**always have the spare set charging.



#### Place the light stands to provide the best lighting.

It’s often best to place the lights about 12-15 feet away—maybe on an opposite wall if in a hallway. Take some practice photos before guests arrive to determine the best setup.



#### Invite couples to post their photo to their Facebook, Instagram, or Twitter accounts.

Encourage them to use the hashtag #FamilyLifeWTR.

### DON'TS of the Photo Booth



**Don’t take just one photo—**take a several to be sure to get a good one.



**Don’t take too much time** if there is a line.



#### More Don’ts

**Don’t add other props or signs.** Use only the signs provided.



**Don’t use your own camera or social media account.** We want couples to post it to their own account.



**Don’t choose a sign for them—**they pick their own.



**Don’t stand too far away** when taking the photo. Show mostly the couple’s upper body with their signs in full view.



**Don’t approach guests that seem hesitant.** Some couples may be struggling. They may come back later in the weekend.

#### A Word About Facebook

Facebook only works with posts from public pages, not personal profiles. So most Facebook posts won’t work in Tagboard or appear on the ballroom screens. But don’t discourage anyone from posting to Facebook. We want them to tell their friends about their weekend.

## New Fall 2018: Write-on Signs!

### Dry erase signs, markers, and erasers

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These new “We Still Do” signs have an erasable surface and a spot where couples can write the year they were married. (Just to be sure everyone understands, “Est.” is short for “established.”) We’re providing two signs and two markers so that couples can move more quickly through the photo booth and not have to wait on everyone using the same sign.



The only danger with this is that someone may think they can write on any of the signs. The other signs are not erasable! **Keep these erasable signs, markers, and erasers on a separate table.**

## How to take Great Photos at the Photo Booth

### Good Poses

- Smiling
- Affectionate
- Animated
- Creative
- Tip: take photos even as the couple is getting ready or between poses.

### Framing/Cropping

- Framing depends on their pose and how they use the signs
- One sign—closer in on just their upper bodies
- More signs and creative poses—get most or all of their body as needed. Take several photos at different distances or angles.

### Lighting

- Use the booth lighting—test it and try to reduce shadows by reflecting light if needed.
- Have the guests set their phones to flash. This will help reduce shadows and it helps with darker skin tones.
- Check after taking a photo to make sure the lighting is good. If not, did you remember to use the flash? Do the light stands need to be moved closer or further away?
- Phone cameras vary greatly. Don't make too many changes for just one couple's photos.



### Good Photos



Great lighting and fun!



Encourage them to have fun!



Group poses are welcome!



### Photo mistakes



Poor lighting.













Don't add other things in the background.




Don't add chairs, furniture, or signs that aren't a part of the photo booth.

## 5 Reasons for Social Media at a WTR

### 1 Social media reaches the world.

   970 million Twitter users   
  800 million Instagram users  
    1.6 billion Facebook users

### 2 WTR Social Media is working.

The WTR Social Media reached over 1.2 million people in the first half of 2018. 



### 3 Couples are using social media to tell their friends about the Weekend to Remember.

The promotional strategy of the Weekend to Remember has always been friends inviting friends. Now they're simply doing it through social media.

### 4 It's free advertising. It reaches millions, at no cost.



### 5 It's fun! It adds to the couple's experience and gives them a photo as a Weekend to Remember keepsake.