



How To Communicate “The New Normal” to Schools

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OVERVIEW

The coronavirus crisis has come as a shock for the entire school photography industry. It is important that all photographers use this time now to ensure that picture day in Autumn will take place. To help support your efforts in bringing this element of "normality" back to schools (in the form of picture day), we have created this white paper to make sure you get a seat at the table when the decision is made for picture day.

Additionally, we see coronavirus as an opportunity to bring in new accounts. If you are prepared and have a clear outline of what the "new normal" can look like for school and nursery pictures, you have an advantage over your competition.

The following guide will give you some ideas on how you can use contactless school photography to engage with your current accounts but also acquire new ones.

Consulting Existing Clients

What Should You be Doing Now?

At this time, you should be developing a means of communication with your current clientele. Remember, they are just as new to this situation as you are. But, as a professional who can adapt when necessary, you need to act as a consultant to the administration and make them feel confident and comfortable with your methods that are in place. Assure them safety is your top concern, and then the proper picture day workflow will follow.

How Should You Contact The Current Clientele?

As school staff/administration are either not in the building at this time, or they are spending most of their time dealing with the school's year end events, you may not be able to reach them by phone. Your first line of communication should be by email to explain that you are fully ready to approach picture day with your newly implemented 'contactless' method. Offer to set up a Zoom meeting or a group call with relevant staff or decision makers to go over your process. Prepare an agenda for the meeting in order to give the school an idea what you want to address. Make sure you address their concerns. The agenda should be concise and not appear too lengthy.

A good idea is to work with bullet points, as is shown in the following example:

- **Safety Concept:** List your new guidelines and safety measures for picture day, also including the measures you have taken with your staff - symptom

If you have liked the white paper so far and would like to continue reading, then click on this link below and download the entire white paper free of charge.

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