



FREE GUIDE

# The Corporate Headshot Day Guide

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How to run a smooth, consistent headshot day for your whole team — scheduling, room setup, employee prep, posing, retouching, and organised delivery.

FOR HR, MARKETING & OFFICE MANAGERS

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## START HERE

# A headshot day is a project — not just a photo.

When you photograph a whole team, the camera is the easy part. A great corporate headshot day is a small, well-run project: a clear goal, a schedule, a prepared room, prepared people, a fast flow, and organised delivery. Get those right and the day is smooth, consistent, and barely interrupts work. Skip them and you get queues, no-shows, mismatched outfits, and a folder of files no one can use.

This guide walks you through every decision — built specifically for teams of 50 to 300+ across offices, law firms, medical practices, and corporate teams.

## Decide before you book

The look has to be consistent across everyone — same background, light, crop, and finish. Agree these first:

Decision	Why it matters
Where the photos will be used — website, LinkedIn, email signatures, badges, directory, PR	Drives background, crop, formality, and how many files you need
Background — grey, white, or environmental office	A single backdrop makes everyone look like one team
Crop — head-&-shoulders and/or wider business portrait	Website and LinkedIn often want different crops
Retouch level — natural / polished / executive	Everyone looks their best, still clearly themselves
Attire — business formal / smart casual / industry style	Keeps the set cohesive, not mismatched
Final files — usually one retouched image per person	Plus web + high-res versions, named by employee

Tip: pick one photographer-controlled background and light so a 9 a.m. hire matches a 4 p.m. hire.

## LOGISTICS

# How long it really takes — and how to schedule it.

You can't tell a 100-person team to "drop by whenever." Work out throughput — how many people one setup can photograph well per hour — then schedule around it.

Type of headshot day	Per person	Per 8 hrs, one station
Fast volume booth (little review)	~5 min	~60–80 people
Standard corporate (direction + live review)	8–10 min	~40–55 people
Premium / executives / multiple looks	12–15 min	~30–40 people

So for 80–100 people in one day, plan either 2–3 stations, a very fast booth, or two days. Give executives longer 15–20-minute slots.

## Schedule in time slots — not a free-for-all

- Have people book a specific time (Calendly, a shared sheet, or an internal form).
- Run departments in blocks — e.g. Marketing 9:00–10:00, Sales 10:00–12:00.
- Give executives their own, longer slots.
- Add a 5–10-minute buffer every hour for late arrivals and retakes.

#### WHY SLOTS WIN

- People remember, and show up prepared — fewer no-shows and queues.
- You can see at a glance who came and who to remind.
- A day-before reminder typically cuts no-shows from ~20–30% down to ~10%.

#### THE SPACE

## The room can make or break the day.

A bad room — low ceiling, too little space, changing window light, a noisy walkway — undoes everything. Reserve a quiet space and check it in advance.

- At least 10×12 ft; 10×15 ft (or larger) is better with a backdrop, lights, and a review station.
- Ceiling ideally 8 ft+, with two power outlets nearby.
- Ability to control or block windows (daylight shifts through the day).
- A separate waiting spot so colleagues aren't watching.
- A mirror / restroom nearby, and a cooler temperature — people shine under lights.

#### A NOTE ON WINDOWS

- For a clean studio-backdrop look, control or cover windows so the first and last person match.
- For an environmental office portrait, windows can look great — but check glass cleanliness, reflections, the view, and weather first.

## Building access, parking & COI

For office towers, medical buildings, coworking spaces, and campuses, confirm these 3–5 business days ahead:

- Where the photographer parks and unloads (service elevator?).
- Visitor badge / who meets the photographer in the morning.
- Permission to shoot in any lobby, patio, or common area (building management often must approve).
- Whether a Certificate of Insurance (COI) is required — and who issues the request.

#### YOUR PEOPLE

## Prepare employees — the single biggest factor.

Headshot quality tracks almost perfectly with how well people were briefed. A vague “headshots today” gets unprepared, mismatched results. A clear time slot + wardrobe guide gets a prepared team and a faster day. Send three short notes:

When	What to send
<b>2 weeks before</b>	Date, place, why you're doing it, that it takes 5–10 min, the booking link, the wardrobe guide, that they'll get one final retouched image, and the contact person.
<b>1 week before</b>	A reminder, the wardrobe guide again, and “prepare your outfit now; book a trim if needed.”
<b>Day before</b>	Their exact time slot and room, “arrive 5 minutes early,” and a one-line wardrobe reminder (no tiny patterns, neon, or wrinkled clothes).

Forward the next two pages (“what to wear” + “the morning of”) straight to your team.

## SHARE WITH YOUR TEAM

### What to wear.

No need to plan a wardrobe — come in one polished, professional look (think “important meeting”). One look is all you need, and it keeps each person to a few minutes.

#### DO

- Solid, saturated colours — they read cleaner than patterns.
- A simple neckline and a well-fitted cut (not baggy, not tight).
- A blazer or structured layer reads instantly professional.
- Long sleeves frame a headshot better than short.
- Dress for an important meeting — one polished look.

#### AVOID

- Tiny patterns, thin stripes, small checks (they shimmer / moiré on camera).
- Large logos, slogans, or graphics.
- Neon and pure white — they can wash you out.
- Brand-new or un-ironed clothes — wrinkles show.
- A top the same colour as the backdrop (you blend in).

### Colours that photograph well

Navy, charcoal, deep blue, burgundy, emerald, plum, soft blue, grey, and muted jewel tones. Avoid pastels, neon, bright pink/orange, turquoise, mint, and coral.

### Dress for your industry

Industry	Aim for
Law, finance, real estate, executives	Darker and more formal — suit/blazer, crisp shirts
Medical, dental, healthcare, med spa	Clean and trustworthy; a pressed lab coat or uniform is fine
Tech / startup	Smart casual, clean layers — not too formal
Creative / owners	A little more personality, but the face stays the focus
Large mixed team	One shared palette; avoid strong contrasts between people

## SHARE WITH YOUR TEAM

### The morning of — grooming & a quick fix-up.

- Hair: wear it the way you normally do; book any trim a few days early, not the morning of.
- Skin — keep it matte: skip highlighter, shimmer, and glitter; they catch the studio light and make skin look shiny. Hydrate the day before and blot any shine — blemishes get retouched anyway.
- Glasses: bring them if you always wear them; anti-glare lenses are ideal (or frames without lenses).
- Clothes: clean, steamed, collar straight, lint-rolled.
- Remove distractions: large jewellery and smart watches if they'll show in frame.
- Rest & water the day before; arrive a couple of minutes early so you feel relaxed.

#### SET UP A SMALL TOUCH-UP STATION (FOR THE COORDINATOR)

- Mirror, lint roller, comb, and tissues.
- Blotting papers and translucent powder for shine.
- Hairspray, water, and a small steamer if you can.
- A quiet spot beside the studio where people can fix up before they step in.

### SHOOT DAY

## The flow — and the one person who keeps it smooth.

A good headshot day runs like a relay. The ideal flow per person (about 8 minutes):

- Arrive 5 minutes early; check hair, collar, and outfit at the mirror.
- The coordinator marks them “arrived.”
- I give quick posing direction and shoot a few expressions — approachable, confident, softer.
- They review the shots live on a tethered screen and pick a favourite.
- The next person steps in with no gap.

### Assign a day-of coordinator

This is a must. Name one person who is not in meetings all day and can: meet the photographer, show the room, handle security/facilities, walk people over, remind late-comers, mark no-shows, and keep the line moving. It's the single biggest factor in whether the day is smooth or chaotic.

### Make it feel friendly

Most people dislike being photographed. Light music, calm direction, privacy (no colleagues watching), an unhurried pace, and the option to retake turn “school-photo dread” into a quick, positive experience — and you get far better smiles.

### AFTER THE SHOOT

## Proofing, retouching & how files arrive.

For a big team, the worst outcome is a dumped folder of “IMG\_9384.jpg.” A professional workflow keeps HR sane:

- Each person gets a private gallery and picks their favourite.
- HR/marketing receives one organised master gallery.
- Files are named by employee and sorted by department or alphabetically.
- Every person gets a web version (LinkedIn/site) and a high-res version (print/PR).

### Retouching — natural, not “new person”

#### FINE

- Light smoothing and even skin tone
- Remove temporary blemishes & stray hairs
- Soften under-eyes a little
- Tidy lint and small distractions

#### NOT THIS

- Changing face or body shape
- Heavy “AI-plastic” skin
- Anything that makes colleagues unrecognisable

#### WHAT YOU SHOULD RECEIVE

- One final retouched image per person (extras optional).
- Web-optimised + high-res files, consistent crop and background.
- Employee-name file naming, organised folders, a master download link.
- A clear turnaround time.

#### BEFORE YOU BOOK

## 12 questions to ask any corporate photographer.

1. How many people do you realistically shoot per hour, per station?
2. How many stations for 80 / 100 / 150 people?
3. Do you run time slots or an open line?
4. Do you provide an employee prep email and wardrobe guide?
5. Do you bring a full mobile studio? How much space do you need?
6. Do you shoot tethered, so people see and choose their shot?
7. Do people pick their favourite on the spot or later?
8. Is there a private proofing gallery per employee?
9. How are the files named and delivered to HR?
10. What's the retouching turnaround?
11. Is there a retake option, and can you provide a COI?
12. Can you match our existing headshots — and shoot new hires later?



HOW I RUN YOUR HEADSHOT DAY

# A done-for-you headshot day.

I bring a full mobile studio to your office and run the day end-to-end: employee scheduling support, a prep guide for your team, guided posing, live on-screen selection, natural retouching, and organised delivery named by employee — so HR isn't sorting 500 files and no one loses their workday.

**Founding-client pricing from \$89/person · teams of 5+**

Request your quote — I reply within 1 business day:

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