



ERICA SERENA
PHOTOGRAPHER

WEDDING PHOTOGRAPHY
EXPERIENCE GUIDE 2021-2022



A BIT ABOUT ME

The storytelling aspect of my business is my most favourite part! I love how a beautifully designed wedding album can make you feel as though you were there, and how it helps you re-live moments each time you look through it. I love the way you can touch and turn the pages at your own pace and get lost in reminiscing. Your wedding album will become your personal memory bank of one of the most memorable days in your life.

I ADORE weddings! And I especially love creating photographs for my couples that they don't even realise they want until they see them.... I photographed my first wedding in 2000, and have since been lucky enough to be a part of over 600 love stories.

My shooting style is quite relaxed. I bring a calm and friendly energy to your wedding day, but I'm not afraid to take charge and get things under control when necessary. I'm always looking for those special little in between moments. My photographs are natural, timeless and simple. I love to photograph a mixture of real moments with soul as well as beautiful modern portraiture. I stay far, far away from 'filters', gimmicks and overly photoshopped images, as that's exactly what will date your photos.

I typically only accept up to 20 weddings per season because I pour my heart and soul into each and every couple. I am not a volume based studio with minimal customer service. Quite the opposite, in fact. I love the relationships I build with my couples. We get to know each other well before your wedding day. I think this is really essential to achieving beautifully natural photographs that showcase your love for each other, and truly reflect the feel of your wedding day. You'll see I refer to my pricing as an investment, because it is exactly that. You're trusting me with the huge honour of capturing a once in a lifetime event that can never be repeated. The investment is a reflection of my level of experience, the amount of face to face time invested with my couples, the huge amount of work and responsibility involved, and the pride and exceptionally high quality products I deliver.

I photograph many European weddings, but not exclusively. I feel quite at home around them and I thrive amongst all the craziness and celebrations. Perhaps it has something to do with me being Italian! Big, ballroom wedding or relaxed, intimate affair under the stars, the couples who book me have one thing in common. They LOVE photos and albums, and amazing wedding photography is always a top priority when planning their wedding day.

I would love to get to know you both in person and chat about your wedding in more detail! For any questions or to set up an appointment, just get in touch!

ERICA XX



MELISSA & MARC
28.11.2020

LOVE NOTES

Dear Erica,

From the bottom of our hearts, we wanted to thank you so incredibly much for being a part of our journey. We thank you for your amazing service from the very start. You made our day so enjoyable and captured the essence of the day beautifully.

Thank you for your advice, time, hard work and patience through it all. You have given us the best gift of all, the memories of the best day of our lives! We can't wait to put our album on display when our house is finished!

LOVE ALWAYS, MELISSA & MARC xo



WHAT TO EXPECT FROM ME

- * GORGEOUS photographs you will be proud to show off
- * A calm presence on your wedding day, but able to delegate and organise efficiently when necessary (like during the family photos)
- * Respect to you, your family/friends and your culture or traditions
- * Guidance throughout your entire experience from our first meeting to your album delivery
- * To be excited for you!!!
- * Advice for a realistic timing schedule on your wedding day
- * A happy face and a fun experience overall. Not just on your wedding day
- * Impeccable customer service from start to finish
- * Experience to handle tricky situations that may arise
- * High attention to detail
- * Guidance and reassurance during the photo shoot - how to stand etc so you look fabulous! And with no double chins (hehe)
- * My professional opinion, and guidance (if needed) on choosing the best possible photos to tell the best story throughout your album, with the budget you have available
- * An extra Bridesmaid and someone who knows how to do up just about every wedding dress there is
- * You can also expect to be looked after, appreciated and my gratitude for having chosen me to share such an important day with you both



COLLECTIONS & INVESTMENT

PER SEMPRE



THE FIRST 70 PAGES

in your wedding album - 16x12 inch

- * Your collection of digital images
- * Two 8x12 inch parent albums
- * Three hours of reception coverage
- * 600 credit towards wall art

Booking this collection instead of Amore, saves you \$2200

11 900

AMORE



THE FIRST 50 PAGES

in your wedding album - 12x12 inch

- * Your collection of digital images
- * 400 credit towards wall art

Booking this collection instead of Dolce, saves you 1200

7500

DOLCE



THE FIRST 30 PAGES

in your wedding album - 12x12 inch

- * Your collection of digital images
- * 400 credit towards wall art

Booking this collection instead of Baci, saves you 1200

6300

BACI



SIX HOURS

of continuous coverage

- * Your collection of digital images on a designer USB in high and low resolution formats
- * A tear jerker slideshow set to music
- * 200 credit towards wall art

5100

COVERAGE & INCLUSIONS



Dolce, Amore & Per Sempre Collections:

- * Pre-wedding day meeting to discuss final details and timeline for the day
- * Two Photographers (Erica & Alanna)
- * Couple's prep (1 photographer each), through to formal entry at reception (Up to 8 hours of consecutive coverage - Per Sempre also has additional 3 hours reception coverage)
- * Custom design on album cover & box
- * Gorgeous range of cover options available to choose from
- * Private online gallery with shopping cart facilities with 2 months access
- * 30% discount off prints for 10 days after your gallery goes live
- * High quality enhancing and retouching of all album and wall art photos
- * Two, one-on-one design consultations with Erica to design your album

EXTRAS

- * Additional album pages 120 each
- * Additional coverage 350p/hr
- * Parent albums starting from 495

Baci digital Collection:

- * Pre-wedding day meeting to discuss final details and timeline for the day
- * Two Photographers (Erica & Alanna)
- * Couple's prep (1 photographer each), through to formal entry at reception (Up to 6 hours of consecutive coverage)
- * Private online gallery with shopping cart facilities with 2 months access
- * 30% discount off prints for 10 days after your gallery goes live
- * Slideshow set to music

EXTRAS

- * 12x12 inch fine art album with 30 pages 1200
- * Additional album pages 120 each
- * Additional coverage 495p/hr
- * Parent albums starting from 495





WALL ART

Available in a variety of finishes, with each piece ready to hang, to turn your house into a home and beautifully complement your wedding album.

Custom framing, canvas, framed canvas, metal and acrylic finishes are available for your personalised artwork. You'll have the opportunity to touch and hold some beautiful samples during your design consultation appointment to help you decide on the best finishes for your needs and home. These examples are just a small snippet of the options available.

11x16 inches	\$550
16x24 inches	\$875
20x30 inches	\$1200
24x36 inches	\$1475
30x45 inches	\$1950



HOW THE DAY FLOWS



GETTING READY

During the pre-ceremony preparations, Alanna and I will photograph all your details such as flowers, rings, shoes, perfume, outfits and any other special details you may have. I'll spend at least 1.5hrs with the Bride photographing the getting ready stages, Bridal portraits and family photos, while Alanna spends about 1hr with the Groom and Groomsmen following a similar format. For same sex couples, we tend to spend a bit longer with Brides than Grooms, but it all depends on each individual wedding, as some preparations are more involved than others.



THE CEREMONY

We'll get to the ceremony half an hour before it starts and capture all the important elements like your Fiance's first reaction, vows, rings, kiss, and signing of the certificate. Alanna will shoot from an alternate angle and we'll also capture your walk down the aisle as Newlyweds, followed by congratulations (a favourite part of every wedding for me!) and the all important family photos.



LOCATION SHOOT

This is where we get to have some fun and get creative! We'll photograph a variety of images for you, from contemporary portraits, to romantic moments, some laughter and fun, and a little bit of glamour. We always aim to give you a diverse range of photos to keep your wedding album exciting. Generally, we'll go to 1 to 3 locations with time permitting. A little advice: the more locations we go to, the less natural your photos will be. It takes a little while to get into the groove of things, and jumping from one location to the next, can really disrupt the flow of the shoot, and results in posy photos.



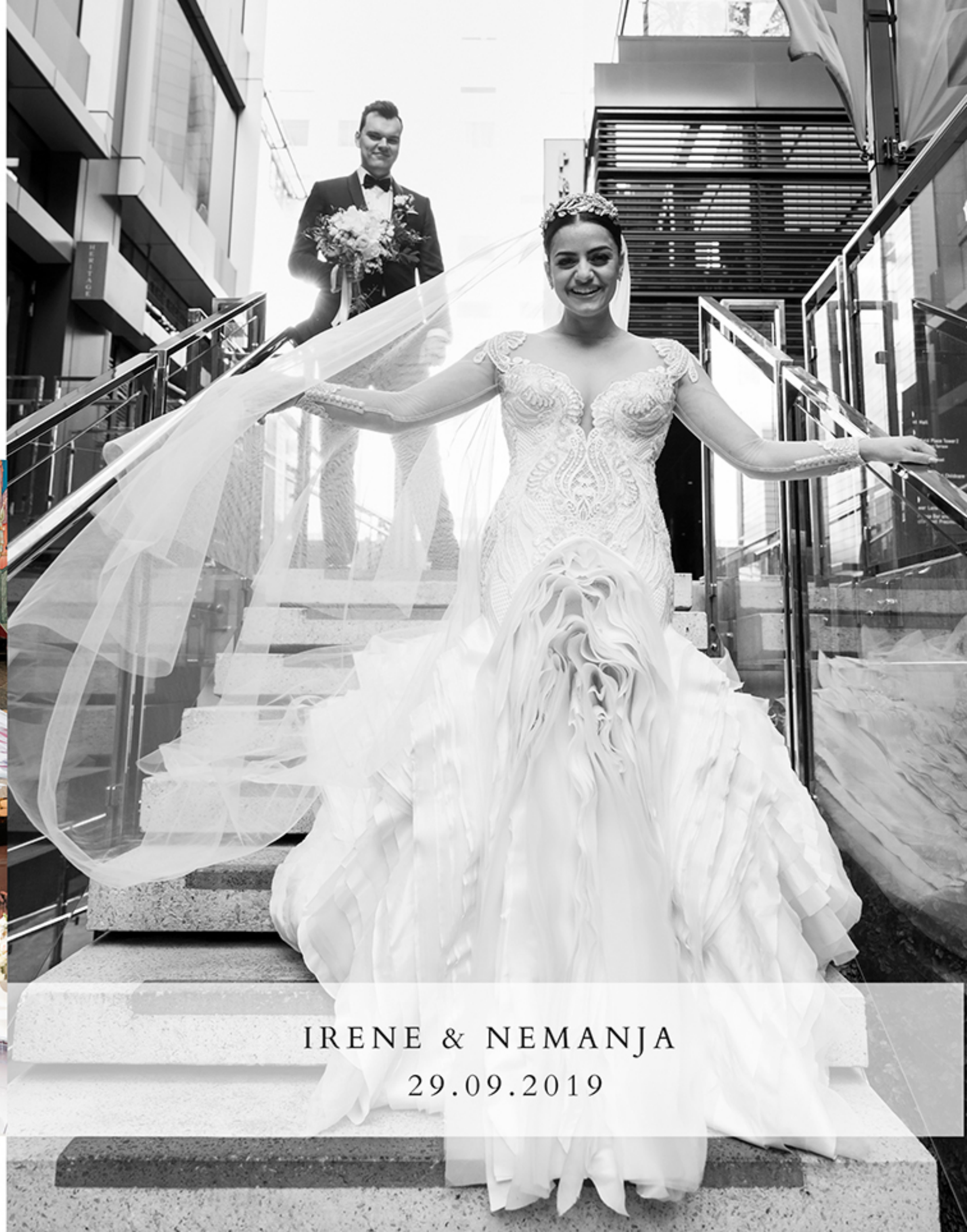
THE RECEPTION

We'll get to the reception during pre-dinner drinks to photograph all the gorgeous reception styling while the room is empty of guests. We'll photograph your formal entry, and after the welcoming speech by your MC, that's when our coverage ends for Baci, Dolce and Amore Collections. Additional coverage can be booked if you'd like any other formalities captured.

LOVE NOTES

Dear Erica, Where do I start. I would like to thank you for your amazing service. When I was selecting a photographer, I knew I had picked well, but your service has far exceeded all my expectations. You have gone above and beyond in so many ways. Thank you for your friendship. Thank you for capturing all the special moments during our wedding day and making this a very fun and enjoyable process. They say "you never know the value of a moment until it becomes a memory". Thank you for capturing our memories - the most priceless gift.

LOVE, IRENE & NEMANJA



IRENE & NEMANJA

29.09.2019

FREQUENTLY ASKED QUESTIONS

HOW WOULD YOU DESCRIBE YOUR SHOOTING STYLE?

In telling your story, I do a mix of elegant, natural and relaxed photos (with a touch of glam), as well as stunning, modern portraits. I'm fly on the wall at the ceremony, and at the reception I'm all about capturing the celebration. And I can also guarantee we'll have fun throughout the day!

ARE YOU A FULL TIME PHOTOGRAPHER?

Absolutely! This is my full time career and I love it!!! 2020 marked my 20th year in business with over 600 weddings photographed!

DO YOU EDIT THE PHOTOS?

Yes. When you first see your photos, they will all have been individually colour, brightness and contrast corrected. Any photos you've chosen for your album or wall art, will receive a higher standard of retouching to be perfected and enhanced even further. Spots will be removed along with distracting elements, skin retouching (by request only), skies enhanced if needed, and the overall feel and finish will be of a more polished and fine tuned standard. All retouching techniques are done in a natural manner, so your photos don't look dated in the future, or overly photoshopped.

DO YOU BELONG TO A PROFESSIONAL ASSOCIATION?

I'm a Master Photographer and a member of the Australian Institute of Professional Photography. Being a member requires me to have public liability insurance, and abide by their Code of Ethics.

HOW FAR IN ADVANCE DO WE NEED TO BOOK?

I have booked weddings ranging from 12 days before the date, to 2 years. Most couples book me 9-14 months in advance. Some dates are really popular, and others not as much. It's impossible to know which ones will get booked up far in advance, so I recommend that as soon as you've made your decision, to get in touch asap!!!

WHAT DO WE NEED TO DO TO BOOK YOU?

Firstly, YAY and thank you!!! I would be honoured to share your wedding day with you! As soon as you've decided, call or email me, and I will tentatively book you in. I'll send you an invoice for your chosen collection. A \$1500 booking fee is due to secure my services. You will also receive an electronic copy of the terms and conditions which you'll be able to sign online. Once these are signed, and the booking fee is paid, you're officially booked in! YAY!

* Please note, the booking fee is NOT an additional fee. It gets deducted from your chosen collection once paid.

FREQUENTLY ASKED QUESTIONS...CONTINUED

WE WANT TO BOOK EXTRA RECEPTION COVERAGE. DO WE NEED TO FEED YOU?

The short answer is YES please! There's a couple of options available in terms of making sure we won't go hangry! The first and preferable option, is to receive an entree AND main course. For coverage beyond 10pm, a dessert course is also much appreciated. Alternatively, we can schedule a 1 hour dinner break early into your reception so Alanna and I can organise our own meals nearby. Bear in mind whatever formalities are happening in that one hour, they won't be photographed as we'll take our break together. And of course you won't be charged for the hour we're not there!

HOW MANY PHOTOS WILL WE RECEIVE?

Every wedding is different, and there are many variables which will determine how many photos you'll receive. How long we have for the location shoot, how many locations and how many people are in the wedding party are all major factors. The number of guests at your wedding makes very little difference. An average wedding with a wedding party of 6-8 people, a half hour ceremony and 2 locations, can expect about 500-600 photos. A wedding with a small wedding party and all in the one location from ceremony to reception, might expect about 400 photos. And a large wedding party with a full one hour mass, lots of family photos, and 3 or more locations can expect 600 to 800 photos. Reception coverage usually adds at least another 100+ photos. It's impossible to give an accurate estimate, but know that we shoot as much as we need.

WHAT HAPPENS AFTER THE WEDDING AND HOW DO WE CHOOSE THE PHOTOS FOR OUR WEDDING ALBUM?

About a month before the wedding, we'll get together to go through all the final details of your wedding day. During this meeting, we'll also organise a time to catch up for your album design consultations. This is done in two stages. The first appointment, you'll choose your favourite photos, and the second, you'll view and finalise the design. We aim to schedule these appointments ideally, after your honeymoon, and before you go back to work. I'll be there to guide you and offer my professional insight. Some couples are very decisive on their own, while others want my input every step of the way. Either way I'm there to help you throughout the entire selection process.

Once you've chosen your favourite photos, I'll work my magic and design your album. When you come back for your second appointment the following day, you'll be able to see how all the photos come together to tell the story of your wedding day!

HOW LONG DO THE ALBUMS TAKE TO BE PRODUCED?

Depending on the time of year you're getting married, albums can take between 2-4 months to be produced. If your wedding is early in the season, they're generally ready quicker. Christmas and New Year's adds a bit of a delay to the delivery. Weddings at the end of the season in March-May can expect to potentially wait the full 4 months for your album to be ready. I promise, they are absolutely worth the wait to make sure they're perfect!



ANITA & SHANE

11.01.2020

LOVE NOTES

Hey Erica, Shane and I would like to say a huge thank you for everything you did for us on Saturday! We had such a fun day shooting with you! Thank you for being so patient with my big, crazy family in the morning and with the unsettled kids! You did great and helped keep the mood calm. We also appreciate you and Alanna rounding everyone together for the family photos. It's definitely a difficult task and I can see why many couples don't do it, but I know the photos will be appreciated by so many. We loved the sneak peek last night and cannot wait to see all the photos after our honeymoon! You are truly amazing! Thank you for your patience, humour, energy and skills that you shared with us on what was the best day of our lives!!!! We couldn't have picked a better photographer.

LOTS OF LOVE FROM ANITA & SHANE NELSON



THANK YOU

Thank you for your interest and for taking the time to read through my wedding photography experience guide.

I hope you loved it and it's helped you understand the level of customer service I offer, how I look after my couples, and if we could be a great fit together.

If you've fallen in love with what you've seen, and my products, services and investment aligns with what you're looking for, let's catch up in person to get the booking process started!

I look forward to hearing back from you with any questions or with a resounding 'book us in please!!!'. I can't wait to meet you xx

ERICA





ERICA SERENA
PHOTOGRAPHER

W | ericaserena.com
E | info@ericaserena.com

P | 041 991 5651
A | Po Box 3103, Carlisle South 6101

IG | [/erica_serena_photographer](https://www.instagram.com/erica_serena_photographer)
FB | [/ericaserenaphotographer](https://www.facebook.com/ericaserenaphotographer)