

Trust a pro with wedding photography

User-friendly technology and greatly enhanced connectivity has changed the way people approach various tasks. The do-it-yourself home improvement trend is a testament to that shift, as homeowners now have access to professional grade tools and can easily take to social media for inspiration and instructions for renovations that were once the domain of experienced contractors.

Though it can be fun and budget-friendly to embrace a DIY approach in many settings, that strategy is not ideal for every situation, including the day couples tie the knot. A couple's wedding day is one to cherish forever, which is why it pays to rely on skilled professionals. That's particularly so with wedding photography, which will serve as the official record of a day filled with love and laughs. Modern technology may compel some couples to think they can go without the services of a professional photographer on their wedding day, but there are many reasons to trust this important job to an experienced pro.

• Photographers can get great shots no matter the conditions. There's a difference between snap-



ping great shots of an idyllic setting on a smartphone and taking wedding day photographs couples will look back on for years to come. Experienced photographers have cameras capable of far more than those on a smartphone, and these skilled professionals also possess the knowledge of how to get great shots in settings that might not be so conducive to photography. A dimly lit reception hall dance floor may prove challenging for untrained amateurs, but professional photographers know what to do to get great shots in such settings. Professionals also know how to utilize natural light to their advantage when taking shots outdoors.

• Photographers handle the details. Couples have enough on their plate when planning weddings. Taking on photography duties requires identifying the right photo locations, knowing when to take photos to maximize surroundings, ensuring bridal party members are all ready to go so photos can be taken within tight deadlines, and post-wedding detailing. That's a lot to take on, and it's work best left to professionals.

• Photographers free up time. Many newlyweds note their wedding day seemed to fly by and was over before they knew it. Such senti-

ments may be even stronger when couples take on too much responsibility come the wedding day. A professional photographer will coordinate shots and timelines with couples prior to the big day and take

over getting bridal party members where they need to be when they need to be there. That frees up time for couples to spend more time with each other and their guests come the day of the wedding, which in turn can make it feel as though the day didn't fly by.

• You get a professionally finished product. Amateur photographers simply won't produce as stunning a finished product as professionals who take and touch up photos for a living. A wedding day photo album is a keepsake couples will look back on for years, so it's best to ensure its contents include photos taken and touched up by a skilled professional.

Couples can find ways to cut costs with their wedding budgets. But it's best to avoid cutting corners regarding photography, as there's no way to turn back the clock and get better shots if the efforts of amateurs fall short of expectations.



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