The Corporate Headshot Planning Guide

Everything you need to know before, during, and after your team's professional headshot session.

Whether you're updating your website, refreshing LinkedIn profiles, or onboarding new team members, a well-organized headshot session keeps everyone happy and productive. This guide walks you through the entire process—from initial planning to final delivery—so nothing falls through the cracks.

> *"The best headshot sessions are the ones where your team barely notices they happened. Everyone shows up, looks great, gets back to work."*

1. Start With a Timeline

Most corporate headshot sessions need about three to four weeks of lead time. Here's a realistic breakdown:

When	What to Do
6–8 weeks out	Start researching photographers. Request quotes from 2–3 and compare what's included: on-location vs. studio, retouching, number of final images, turnaround time.
5–6 weeks out	Get budget approval. For professional results, expect roughly $150–$300 per person for individual sessions, or ask about group and half-day rates for teams of 10+. The right photographer pays for itself in consistency and time saved.
4 weeks out	Book your photographer. Confirm date, location, headcount, and turnaround time.
2–3 weeks out	Send the team announcement email (template on next page). Include date, time slots, and what to wear. Some photographers can handle the scheduling for you—others will send you a link or spreadsheet and let you manage it.
1 week out	Send a reminder with wardrobe tips. Confirm final headcount with your photographer.
Day before	Confirm the schedule with your photographer. Make sure the room is clear and accessible.
Session day	Photographer arrives, sets up, works through the schedule. Each person takes 10–15 minutes.
1–2 weeks after	Receive retouched images. Distribute to team and update website/LinkedIn.

2. The Team Announcement Email

This is the single most important piece of internal communication. A clear, friendly email gets people to show up prepared and on time. Here's a template:

Subject: Team Headshots — [Date] — Please Read

Hi team,

We're having professional headshots taken on **[Date]** at **[Location]**. Each session takes about 10–15 minutes, and you'll see your images on screen right away to pick your favorites.

Your time slot: [Time] (need to swap? Let me know by [deadline])

What to wear: [Choose the option that fits your team]

Option A — Company provided: We'll be wearing [company polos / branded jackets / etc.]. I'll have yours ready for you.

Option B — Matching look: Please wear a dark sport coat with [white shirt / no tie / etc.]. We want a consistent, polished look across the team.

Option C — Individual choice: Wear what you'd wear to meet an important client. Solid colors work best (navy, charcoal, jewel tones). Avoid busy patterns and logos.

General tips:
• Avoid bright white (washes out under professional lighting)
• Bring a backup top if you'd like options

What to expect: The photographer guides you through posing and expression—you don't need to prepare anything. Images appear on a monitor instantly so we pick the best one together. No surprises.

Questions? Reply to this email or stop by my desk.

Thanks,
[Your Name]

3. Preparing Your Space

If your photographer is coming on-site (and they should—it saves your team hours of travel time), here's what makes a session run smoothly:

The ideal room:

• A conference room or private office with at least 10–12 feet of depth
• Enough space to position someone 4–6 feet from the background
• Access to a power outlet (lighting equipment needs power)
• A clean, uncluttered wall or area behind the subject
• Nearby mirror or restroom for last-minute touch-ups

Handle in advance:

• Reserve the room for the full session plus an hour before and after for setup and teardown. Most professionals arrive early
• Let security and reception know a photographer is coming with equipment
• Have water available nearby
• Stage a lint roller, mirror, mints, and basic hair supplies—some photographers bring these

> *"I bring everything I need—professional lighting, backdrop if necessary, a tethered display so you see every image in real time. Your only job is giving me a room and keeping people on schedule."*

4. What Happens on Session Day

Setup (20–30 min): The photographer arrives, sets up lighting and equipment, tests everything. No one needs to be there yet.

Individual sessions (10–15 min each): Each person comes in, gets coached through natural expressions and posing, and sees their images on screen immediately. Together, you pick the best ones right there.

Wrap-up: Final selects are confirmed and the photographer packs up.

5. After the Session

For a typical team of 10–20 people, expect retouched images within one to two weeks:

• **Image delivery:** Ask how images are delivered. Some photographers send a zip file or shared drive. Others provide an online gallery where each team member has their own private gallery—making it easy to distribute without sorting through hundreds of files.
• **File formats:** You'll want high-resolution files for print and marketing, a website crop, and a square LinkedIn crop. Not every photographer delivers all three—ask upfront.
• **Retouching:** Professional retouching should be subtle and natural—removing a temporary blemish, softening under-eye circles, evening skin tone. Nobody should look airbrushed or unrecognizable.
• **Website updates:** Coordinate with your web team or marketing department to update team pages, About sections, and any printed materials.

6. Your Planning Checklist

Print this page and check off each item:

- ■ Determine headcount and whether new hires will be included
- ■ Set a budget (individual sessions vs. group/half-day rate)
- ■ Book photographer and confirm date, location, turnaround
- ■ Send team announcement email (use template on page 2)
- ■ Send wardrobe guidelines to all participants
- ■ Reserve room and notify building security/reception
- ■ Confirm final headcount one week before session
- ■ Prepare room: clear clutter, check power outlets, stage mirror and lint roller
- ■ Send day-before reminder to team
- ■ Day of: greet photographer, keep people on schedule
- ■ Review and approve final retouched images
- ■ Distribute images to team with LinkedIn update reminder
- ■ Update website team page and any printed materials
- ■ Schedule next session (annually or as new people join)

While Your Photographer Is On-Site

Individual headshots are just the starting point. While your photographer is already set up, consider adding:

- **Group and team photos** — Full company, departments, or leadership teams
- **Office candids** — Real moments of your team collaborating and working together
- **Environmental portraits** — Leadership photographed in context, not just against a backdrop
- **Event coverage** — Meetings, presentations, team dinners for marketing and social media

Ask about these when you're scoping the session—it's easier and more cost-effective to capture everything in one visit.

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