

Advisory Panel Refinement — Event Photography Website Update

Date: February 8, 2026

In Response To: [Website Photography Update Proposal](#)

Objective: Refine for maximum conversion and results

Question 1: Pricing — Are the tiers positioned correctly?

Evelyn Tran — Financial Strategist

"The pricing structure is smart, but I'd adjust the anchoring:

Single Event at \$500 — This is your entry point. Good. But don't say 'starting at' — say '**from \$500.**' It reads more confident.

Quarterly at \$1,700 — The 15% discount math doesn't obviously work out ($\$500 \times 4 = \$2,000$, 15% off = $\$1,700$). That's fine, but **show the savings explicitly**: '\$1,700/quarter (save \$300 vs. single bookings).' People need to SEE the deal.

Annual at \$5,500 — Same thing. Show it: '\$5,500/year (save \$1,500 vs. à la carte).'

Critical addition: Add a '**Most Popular**' badge to the Quarterly tier. It creates social proof and nudges people toward the middle option — that's where your sweet spot is."

Raymond Cross — Growth Advisor

"Price with confidence. \$500 for 3 hours of professional photography with edited deliverables is **below market** in Chicago. Most event photographers charge \$750-1,200 for comparable packages.

My refinement:

- **Single Event:** \$600 (positions you as professional, not budget)
- **Quarterly:** \$2,000 ($\$600 \times 4 = \$2,400$, you save them \$400)
- **Annual:** \$6,500 ($\$600 \times 12 = \$7,200$, you save them \$700)

You can always run a 'first-time client' discount at \$500 to capture initial leads. But don't anchor your brand at the lowest possible price."

Dr. Amara Okonkwo — Research & Data

"Before finalizing prices, run a quick competitive scan:

- Search 'event photographer Chicago pricing' and document 5 competitors
- Note their starting prices and what's included
- Position Setup Concierge in the **top 30%** — you're not competing on price, you're competing on the concierge experience

Also: track the **conversion rate per tier** once live. If everyone picks Single Event, the Quarterly isn't compelling enough. If everyone picks Annual, you may be underpriced."

Question 2: Copy — Professional vs. approachable balance?

Nina Rodriguez — Marketing Manager

"The copy is good but needs more **personality**. Right now it reads like every other photography service. Here are my refinements:

Service card (DON'T say): 'Professional coverage that captures your brand in action.'

Service card (DO say): 'We show up, capture the magic, and deliver scroll-stopping content before your event buzz fades.'

The hero subheadline (DON'T say): 'From business formation to event coverage — we handle every detail so you don't have to.'

The hero subheadline (DO say): 'We build your brand, design your presence, and capture every moment — so you can focus on what you do best.'

Why? Your audience is **founders and creators**. They respond to energy and vision, not corporate polish. Talk like a trusted partner, not a vendor."

Maya Chen — Visual Designer

"The page needs a **visual hierarchy upgrade**:

1. **Lead with the work.** Put a full-bleed hero image at the top of the photography page — an actual event photo you've shot. No stock. Authenticity converts.
2. **Package cards** should have subtle visual differentiation — the Annual card should feel more premium (gold accent border, slightly larger, or a background tint).
3. **Add icons** to the deliverables table. A camera icon for photos, a phone icon for social crops, a film icon for reels. Scannability matters."

Question 3: Packages — Right deliverables?

Jasmine Taylor — Social Media Manager

"The deliverables are solid, but you're missing the **highest-value item** for modern clients:

Add 'Social Media Content Kit' to every tier:

- 5-10 pre-captioned Instagram posts with hashtag sets
- 3 Instagram Story-ready vertical crops
- 1 carousel-ready set (10 images, branded)

This is worth \$200+ by itself, and it's what clients actually NEED the most. Most photographers deliver a gallery and say 'good luck.' You deliver **ready-to-post content**. That's your competitive moat.

Also — the 48-hour turnaround for social selects is a **killer feature**. Promote this harder. Most photographers take 2-3 weeks. You delivering same-week content is a massive differentiator."

Victor Oduya — Project Architect

"Structure refinement for the packages:

Add a 'What Happens Next' section after the pricing:

1. Book a free consultation
2. We learn your brand and event goals
3. Show up and capture
4. Receive your edited gallery + social kit

This mirrors the 01-02-03-04 flow on the homepage and creates **process consistency** across the brand. Clients want to know what happens after they click 'Get Started.'"

Derek Simmons — Ops Manager

"Two operational additions:

1. **Booking lead time requirement** — Add a note: 'We recommend booking at least 2 weeks in advance. Rush bookings available for Quarterly and Annual clients.' This manages expectations and incentivizes retainers.
2. **Cancellation policy** — Brief but clear: 'Cancellations with less than 48 hours notice are subject to a 50% booking fee.' This protects your time. Don't be shy about it — professional services have terms."

Question 4: Page structure — Optimized for conversion?

Marcus Chen — Product Manager

"The page structure should follow the **AIDA framework** (Attention → Interest → Desire → Action):

1. **Hero image + headline** (Attention) — Full-bleed event photo, bold headline
2. **What You Get** (Interest) — Deliverables table
3. **Packages** (Desire) — Three tiers with Most Popular badge
4. **Social proof** (Desire+) — WNQ testimonial or case study teaser
5. **CTA** (Action) — 'Ready to Capture Your Next Event?' → Intake form button

Currently your proposal puts deliverables before packages, which is correct. But **add a CTA button after EVERY section**, not just at the bottom. Every scroll position should have an exit to the intake form."

James Worthington — Business Strategist

"One strategic concern: **don't let photography overshadow your core setup services**. The homepage should still lead with LLC + Branding + Web as the primary story. Photography is the **proof point** — it shows you're a full-service partner, not just a contractor.

My refinement: frame the 4th pillar as '**Ongoing Brand Support**' instead of just photography. This is the umbrella for:

- Event photography
- Content creation
- Brand maintenance
- Future services you add

This way, as you expand your service offerings, the homepage doesn't need restructuring every time."

Question 5: Integration with existing homepage

Cassandra Wells — Legal Counsel

"Quick legal note: if you're offering photography packages, your **service agreement template** needs updating to include:

- *Image usage rights (commercial vs. editorial)*
- *Model release provisions (people photographed at events)*
- *Delivery timeline commitments*
- *Raw file ownership clauses*

I can draft these additions. Budget \$200-300 for the template update."

Sarah Okonjo — Documentation Manager

"Integration checklist for the homepage:

- Add 4th service card (or rename to 'Ongoing Brand Support')
- Update hero subheadline
- Create /event-photography page
- Add WNQ case study section
- Update footer navigation
- Update Services page with photography packages
- Update intake form to include photography options

Each of these is a discrete WordPress edit. Estimate 2-3 hours total for implementation."

Panel Refined Consensus

Topic	Original Proposal	Panel Refinement
Pricing	\$500 / \$1,700 / \$5,500	Raise to \$600 / \$2,000 / \$6,500 — show savings explicitly, add "Most Popular" badge to Quarterly
Service card title	"Event Photography & Media"	"Ongoing Brand Support" — umbrella that scales beyond photography
Hero copy	"From business formation to event coverage..."	"We build your brand, design your presence, and capture every moment..."
Missing deliverable	Standard gallery + social crops	Add Social Media Content Kit (pre-captioned posts, hashtags, Story crops)
Key differentiator	Not emphasized	48-hour social selects turnaround — promote this heavily
Page structure	Good flow	Add CTA buttons after every section + "What Happens Next" process steps
Legal	Existing service agreement	Update template with photography-specific clauses

Booking process	Not specified	Add 2-week lead time note + cancellation policy
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Final Recommended Action Plan

Priority	Action	Est. Time
●	Raise prices to \$600 / \$2,000 / \$6,500	Immediate
●	Create /event-photography page with refined copy	2-3 hrs
●	Add 4th service pillar to homepage ("Ongoing Brand Support")	30 min
●	Update hero subheadline	15 min
●	Add WNZ case study section to homepage	1-2 hrs
●	Add Social Media Content Kit to all package deliverables	30 min
●	Update intake form with photography options	30 min
●	Update service agreement template with photography clauses	1 hr
●	Add booking lead time + cancellation policy	15 min
●	Competitive pricing scan (5 Chicago photographers)	1 hr

Panel refinement completed — February 8, 2026

Facilitator: Antigravity Strategic Systems