

### **Why delegates should attend?**

Delegates will learn how to improve the quality of food images using modern digital items such as mobile phones, iPads and Cameras, and discuss best equipment to use for different food scenarios. How best to use modern technology to get images that catch the eye of your customers.

### **Aims of the development day:**

- Hands-on demonstration/imitation, video and visual presentation, showing how best to prepare, light, present, capture and process interesting, informative and professional images of food, produce, ingredients, etc.
- Understanding light, both quality and quantity. Natural light verses Artificial light.
- Using flash, camera formats, props, tips and tricks and the use of social media.
- Brief Intro to Chef Portraits and capturing shots of people in the foodie environment.

### **Who should attend?**

Chefs, Instructors, Account Managers, Event Managers and anyone interested in quality photos of food. This Development Day is also ideal for anyone who wants to include good food images on their websites for customers, their own portfolio or CV.

### **What's Included?**

Everything listed on the itinerary is included in the cost of the development day. This includes refreshments, lunch and the use of camera equipment. Please also bring along your own equipment that you would usually use, if you don't have your own equipment then bring your phone.

### **Travel and Accommodation:**

TUCO HQ is located at National House 3rd Floor, 36 St Ann Street, Manchester, M2 7LE. It is a short walk from Manchester Piccadilly Train Station and Victoria Train Station.

TUCO Ltd have a corporate contract with Motel One Hotel. The cost per room (single occupancy) is £69.00 INC VAT and has a 100% cancellation fee up to 6pm on the day of the reservation. To benefit from this contract please quote TUCO at the time of booking.

**Wednesday 8 June 2022**

**0930:** Delegates to arrive at TUCO HQ for registration and refreshments.

**1000:** Introduction to the Food Photography Development Day, to include:

- Aims and Objectives
- Slideshow/Visuals
- Practical exercise photographing plates and products.

**1230:** Lunch, provided by TUCO

- *Please make TUCO Academy aware if you have any dietary requirements*

**1300:** Development Day will continue. To include:

- Post processing
- Review of Images
- Discussions & Q & A session
- Hand-outs and course bullet points will be given at the end of the session

**1430:** End of Course