A beginner's guide to promoting community events:

Picture perfect: using photography to promote your events

CyclingUK
The Big **Bike Revival**

Why photos matter

Great photos will showcase your organisation and attract people to your events. Seeing 'people like me' increases the likelihood that you'll reach new people.

Planning tips

Equipment

Make sure your camera or phone is charged and has enough memory for the photos. Clean the lens with a soft cloth to avoid blurry photos.

Skills

Identify the best photographer in your group.

Consent

Display signs at your event explaining that photos are being taken and how they will be used. Ensure people can easily opt out.

For close-up portraits, ask participants to sign a consent form.

Taking the photos

- Check the location in advance to find the best photo spots.
- Use natural daylight whenever possible.
- Turn off the flash – bike reflectors can cause poor lighting.
- Consider "1/1000 s" or "1/1000 sec" for clarity. If your photos are blurry, increase the speed.
- For still shots, use 'portrait mode' to blur the background and create a professional look.
- Frame your subject properly – move closer or zoom in but leave space for cropping if needed.

Sharing the images

After taking photos, send them to your local CDO so Cycling UK can promote The Big Bike Revival.

✓ DO

- Capture a mix of natural, posed, and action shots.
- Encourage people to smile.
- Use landscape for websites and portrait for social media.
- Take photos of people with their bikes for context.

Not posed ✓

With their bikes ✓

Smiling cyclists ✓

Action shot, head on ✓

✗ DON'T

- Take photos from too far away.
- Capture only the backs of heads or people's bottoms.
- Take empty landscape shots – include people where possible.
- Record videos longer than 60 seconds.

Taken too far away ✗

Can only see bottoms ✗

Image doesn't fill frame ✗

Only a bike, no people ✗