



POST-EVENT TASK



BUILD A PHOTO SALES REPORT

THIS GUIDE SHOWS HOW TO CREATE A PHOTO SALES REPORT SO YOU CAN KNOW HOW MANY PHOTO PACKAGES HAVE SOLD. THIS REPORT IS ONLY HELPFUL DURING A RETAIL PHOTOGRAPHY MODEL. ALONG WITH THIS, YOU WILL BE ABLE TO SUBMIT THIS REPORT TO THE PHOTOGRAPHY DIGITAL MEDIA TEAM TO RECEIVE YOUR PERCENTAGES OF THE PHOTO PACKAGES SOLD.

PHOTO SALES REPORT

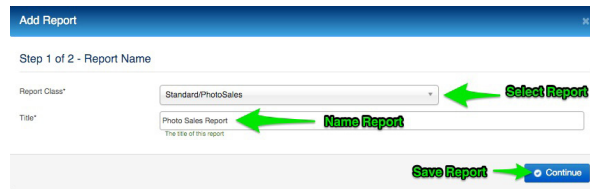
STEP 1: RETAIL SETUP

The first part of this process takes place in setting up the event photos in the Retail Model (see the Basic Setup for Retail Model document).

If the event is not set up to sell photos then this report will be unable to be created. Follow the steps to properly set this up so you can track photos sales.

STEP 2: ADDING THE PHOTO SALES REPORT

- Navigate to the "Reports" tab
- Click the "Add Report" button
- Once clicked, a modal window will appear to create a new report.
- In the "Report Class" drop down, select the "Standard/PhotoSales" report
- After selecting the report, you will be able to name the report anything you like. We suggest naming it the "Photo Sales Report" to avoid confusion with other financial reporting.
- Then click the "Continue" button to save this report.
- Next, you will be asked to select the dates for the report. Be sure you select the dates the photos will be for sale.
- This report will then show up in the "Reports" tab and you will be able to see the photos that have been sold.



NOTICE:

If you are selling photo packages at an event, this report will be required for submission to the Digital Media Team before payment can be approved. This is currently not an automated process and is the only way to be paid for the photos you sell. It is your responsibility to submit this report to photos@chronotrack.com.

FINANCIAL DISTRIBUTION:

In the cases where the client (1) staffs the photographers, (2) coordinates event photography logistics, (3) manages the image capture, (4) manages the image upload, (5) tags the images and (6) markets the images, 80% of the gross revenue will be distributed back to the client (n120).

This is currently the only metric we have on the photos being sold and look forward to providing and building more in the future.

CONTACTS

The ChronoTrack Media team is available to assist in a variety of forms so this is a successful media service for you, your client, sponsors, and most importantly the event participants.

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