


## **A quick guide to uploading and activating an Event**

After you have registered and entered your personal account information click on the “Events”  button in your Admin area.

Click on “Tips for getting started” at the top of the page or follow the steps below:

- 1) **Add an Event** (*Click the "Create a New Event" icon*)
- 2) **Add Albums** to that Event. (*Click the "Add Album" icon under "Albums"*)
- 3) **Add pictures** to those albums (*Click the "Upload Photos" icon below the album name*) This will open a browser for you to find and select image files.
- 4) After files are uploaded you will have the option of processing now or processing later.
- 5) After processing your pictures will be available for editing (*Click the album or event name to see them in the Gallery*)
- 6) Once your albums are ready, **don't forget to ACTIVATE your event** by clicking the "Inactive Event" icon to toggle it to active.

## **Tips, Tricks and Protocols**

- 1) Submit files in JPEG format (ie. files end in .jpg example: xyz.jpg)
- 2) Use alpha-numeric file names only. (cameras save naturally in alpha-numeric.jpg)
- 3) Do not use any symbols or special (forbidden) characters (ie. no &, /, \, @, #, \$, etc.) There should be no extra . (dots, periods) except the . before the jpg (ie .jpg is good.)
- 4) Do not use any spaces. Spaces should be eliminated or replaced with an underscore “\_” or a dash “-“. Underscores and dashes are not forbidden characters.
- 5) The color space we print in is sRGB. Files submitted as sRGB will print best
- 6) File sizes must be smaller than 7 MBs when in JPEG format. (When opened in Photoshop files will be bigger than 7 MBs but the JPEG file will be smaller)
- 7) We resample and save print files at 4x6@400 ppi. We find this allows for good prints up to 12x18 from well exposed and sharp originals.
- 8) To save time in uploading and online processing, we recommend editing your event down to the images you want your client to view before uploading. Also having your images rotated to the proper orientation will save time in editing online. Deletion and rotation are available online within your event management, but it is faster using a program like Adobe *Lightroom* for all your organizing. (Warning: not all image management software imbeds the code correctly to cause images to appear rotated in Lifetimeinfocus.)
- 9) Create folders that coincide with your event albums, and upload right into each album. For example, put your ‘formal shots’ into a folder on your computer named ‘formals’; then when you create the event on LIF, make an album within that event named ‘formals’. Click to upload your photos into that album, and choose all the files from your computer in the folder named formals. When the

- upload is complete, it will ask if you want to process your images now or later, choose later and then proceed to upload your next folder...let's say 'ceremony' into the album that you created named 'ceremony'. After you have uploaded all your images into all the coinciding albums use the Import Pending Images function icon located under Event Name. This will process all uploaded images.
- 10) After each album name you will see one or more words in parenthesis. (xx pics) = how many images were properly processed and are now available in your album; (xx pend) = how many images are uploaded but await processing; (xx errors) = how many images did not process correctly. (errors) usually result from file names with spaces or file names with forbidden characters (see #3) or multiple files with the same name.

## **Marketing Tips**

- 1) As soon as you activate your event send out as many notices by email as possible. The stats prove that the sooner you send out the emails, the fresher it is in the guest's mind, the more likely and sooner they are to order. Keep the excitement going! Use the "Share" link in the gray box above an individual picture to send out your favorite shot or use the "Share this with a friend" function in the gray box area to share the event using the same picture chosen for the event. Either will create an eCard with a picture, inviting the person to view the event. [Important Note: when sending out an eCard invitation on a password protected event the eCard allows viewing the event, bypassing the password, BUT it will not allow a recipient to view a password protected Album within an event.]
- 2) Create a word file or a notepad file of email addresses for each event. You can add email address as you get them. Periodically send out new eCards inviting people to view the event. The best times to do this are before Christmas, Mother's Day, Valentine's Day and at the anniversary date. Remember, LIF keeps images up for a year so you can hit the various holidays.
- 3) Put a sign up sheet next to the guest book at the wedding. LIF can supply you with sheets for free just by asking for them.