



GITTINGS

GLOBAL

PHOTOGRAPHERS CONFERENCE 2025

Chicago, Illinois





Projects

2024-2025 A&O Shearman as a Case Study:

- Over 3,100 subjects photographed (x2 poses)
- 51 Global Offices
- 15 New photographers onboarded to cover cities not previously in our network
- 43 Sessions in December as the project kicked off



BARRY BENTON

Director Of Business
Development



SAM SCHULTZE

Chief Operations Officer



LYNDSAY REMBERT

Project Manager

So much of what we do at Gittings is unknown to our photographers and it's critically important for every creative to understand the amount of work that goes into a project from start to finish. The goal of the Projects team is to keep everyone busy, but that takes a lot of work.

- **Sales** – The Long Game
- **Pitch** – For A&O Shearman Gittings hired a professional writer to craft a compelling pitch and then flew to London to deliver the pitch in person to illustrate our commitment.
- **Contract** – Months of contract negotiations
- **Precedent Sessions** – The scale of this project was so substantial the client wanted test shoots in London and New York, so nothing was left to chance once the project started.
- **Project Maintenance** Daily/weekly calls – The scale of this project required daily calls with the Project Coordinator and his team in London every day for three months.
- Transition out of **Project into BAU** – to date we have photographed over 255 sessions. Post project – still 1,000+ Subjects to photograph.

“It all begins with a sale.”

From “Who Are You?” to “When Can You Start?”

- 07.22.24: Megan Barber (formerly with Gibson Dunn)
- Contractor (London) running point on vendor selection
- Competitive – Getty Images
- 07.24.24: Initial Discovery call (video conference call) with contractor
- 08.06.24: Rec’d “Procurement Brief” with details
 - Michel began sourcing photographers soon after
- 08.30.24: Initial presentation in London, “Can you stay?”, 2nd presentation the following week

“It all begins with a sale.”

From “Who Are You?” to “When Can You Start?”

- 09.09.24: Data Privacy requirements introduced
- 09.20.24: Rec'd word that CMO verbally agrees to move forward with contract and BAU
- Jon says: “We should launch GMS with this project.”
- **11.08.24: 40-page contract is signed!**
- Internal kickoff meeting held
- Client kickoff meeting held

“It all begins with a sale.”

From “Who Are You?” to “When Can You Start?”

- 110 Days in the pipeline
- 104 Emails
- 30 stage adjustments in the pipeline

“Execute”

Project Launch



Sam Schultze

May 20 · 🌐

Overall, it was a great day. Easy and safe travels from Houston, had lunch with Phil, got cleaned up, did some work, and a had a beer with Tom. It's 8:50pm and I'm going to bed! Tomorrow is a big day! [@gittingsglobal](#) [#london](#)



👍❤️ 54

👍 Like

💬 Comment

➦ Share



Sam Schultze

December 11, 2024 · 🌐

On the move again after working with Gian Luca today in Milan. I've made it to Frankfurt where tomorrow I'll work with our new photo, Piotr. This trip has gone by fast and I appreciate you coming along. Two more sleeps, then home.



Sam Schultze

May 22 · 🌐

A great day with [@philadams.me](#) yesterday. Started with a short walk in light rain for coffee, worked all day kicking off a new project where we will photograph 1900 lawyers in about 30 offices around the world, met a client for a beer at his local pub, and ended with a really great pizza [@wearerudispizza](#). You can pack a lot into 1 day! [@gittingsglobal](#)



66

8 comments

👍 Like

💬 Comment

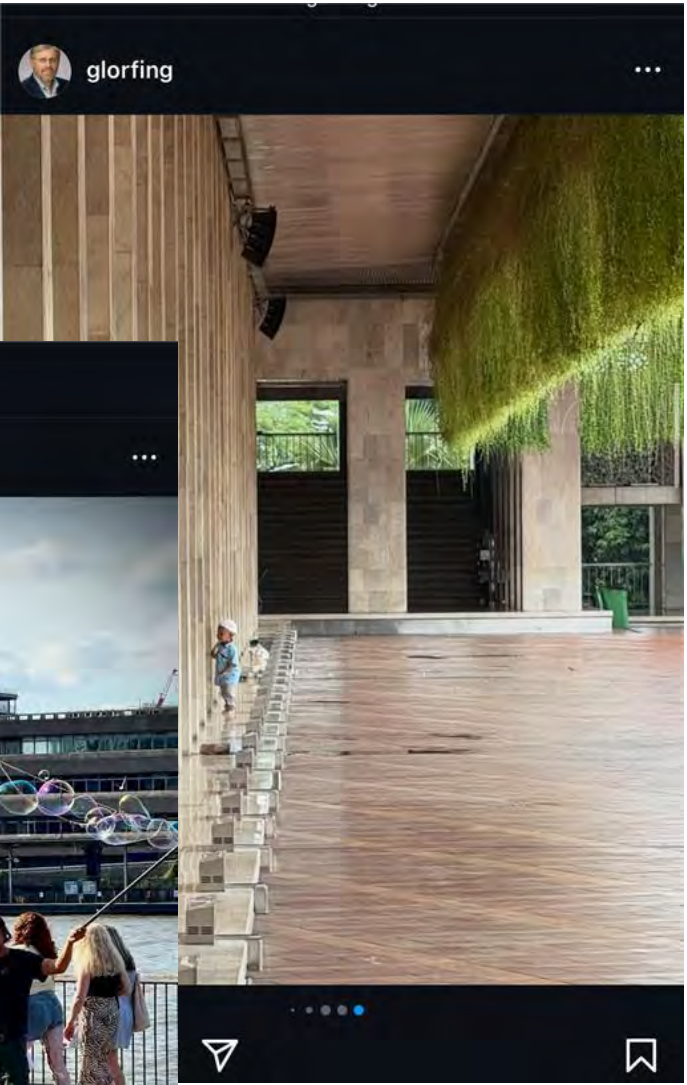
➦ Share



Bangkok



Milan



Jakarta Indonesia





Greg Lorfing • 1st
CEO & Creative Director at Gittings Global
7mo •

Sharing my daily view... I've been traveling for one week of a three-week global law firm photography trip. This is our largest law firm website project to date! 3,600 lawyers in 50 cities in 35 countries! We have added 15 new photographers to our team to expand our coverage into Eastern Europe and Southeast Asia. Sam Schultze, Michel Leroy, Phil Adams, and I have traveled the globe to work with our 15 new photographers. This is part of our required onboarding process to ensure that each photographer on our team is appropriately vetted and trained.

I started in Sydney, Australia, more than one week ago, then Perth, Australia, Jakarta, Indonesia, Ho Chi Minh, Vietnam, Bangkok, Thailand. I've been posting fairly frequently on Instagram (@glorfing), but realized I have neglected LinkedIn.

Please enjoy but a few images from each of my first 4 cities I like to see more, follow me on Instagram.



45

15 comments



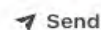
Greg Lorfing • 1st
CEO & Creative Director at Gittings Global
10mo •

Sharing my daily view... starting my day off (Monday) in London at Commons at Old Street. It's a lovely specialty coffee shop with a delightful atmosphere. [Barry Benton](#) and I had great meetings last week with a hopefully new client. We have another meeting this week with them later this week along with other clients and prospects! I spent the weekend wandering around the city - with beautiful weather!!
[#specialtycoffee](#) [#boroughmarket](#) [#legalmarketing](#) [#lawyerphotos](#)



37

5 comments



Greg Lorfing • 1st
CEO & Creative Director at Gittings Global
6mo •

Sharing my daily view... Week 2.5 of my RTW trip, working with new photographers in Southeast Asia to help with our 3600 lawyer headshot project.

The last three cities I worked in were Bangkok, Thailand, Seoul, Republic of Korea, and Riyadh, Saudi Arabia. I spent the weekend in Bangkok exploring (after finding a laundry, which was an event of its own!). For Seoul and Riyadh, I was basically in and out. I had overnight flights, covered that day, worked the next, and then left—a grueling schedule.



29







Greg Lorfing
• 1st

CEO & Creative Director at Gittings Global
 6mo •

Sharing my daily view... Happy New Year!! This has been a year for the books! I flew over 100,000 miles, mostly for business. On my last trip ending Christmas Eve, I flew around the world (plus some) totalin ...more






55


4 comments



 Celebrate
  Comment
  Repost
  Send





Sam Schultze




May 19 •

Very quick trip to London to kick off a new project for [@gittingsglobal](#). We use [@flykitt_travel](#) when changing time zones - especially with quick turnarounds. It helps reset your body's circadian rhythm to reduce jet lag . Will post more through the next couple of days.



Jonathan Hawkins, Rick Bettinger and 41 others

7 comments

 Like
  Comment
  Share



*Sharing my daily view... Happy New Year!! This has been a year for the books! I flew over 100,000 miles, mostly for business. On my last trip ending Christmas Eve, I flew around the world (plus some) totaling **36,000 miles in 16 flight segments in 24 days**. Along with my colleagues [Sam Schultze](#), [Michel Leroy](#), and [Phil Adas](#) we spent the month of December traveling the world to work with 15 new photographers on our team. These were new because of the **3,600 lawyer** project we were awarded this fall which expanded our footprint into Eastern Europe, northern Africa, Turkey and Southeast Asia.*

It is [Gittings Global](#)'s policy to thoroughly vet new photographers before releasing them for client work. Working face to face is critical in the process. The photography is the easy part; the most important part is how our photographers work with people. The in-person training allows us to coach these very nuanced skills.

*To all of our cherished clients, I so appreciate you **entrusting us to handle your people during what to most is a very scary and vulnerable moment**. Our goal is to **elevate their confidence** so by the time they leave the "studio" they are feeling better about themselves than when they first walked in. And I hope that your confidence is elevated knowing that we are very intentional in how we handle the art of photography and the process to efficiently photograph more than 25,000 people globally every year.*

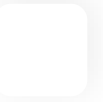
		Training Day		Total Days Needed	Hours to Book	Subsequent days booked					
Sam											
Ricardo	Netherlands - Amsterdam	4-Dec	Wed	4.43	7	5-Dec	11-Dec	17-Dec	2-Jan		
Hardy	Germany - Duesseldorf	5-Dec	Thu	0.52	0						
Guido	Germany - Hamburg	6-Dec	Fri	1.31	7					11-Dec	
Antoni	Poland - Warsaw	9-Dec	Mon	1.43	7					17-Dec	
Gian	Italy - Milan	11-Dec	Wed	1.95	7					18-Dec	
Pitor	Germany - Frankfurt	12-Dec	Thu	2.00	7					17-Dec	18-Dec
Greg											
Eden	Aus - Sydney	4-Dec	Wed	1.95	7	10-Dec					
Ze Wong	Aus - Perth Exchange Tower	5-Dec	Thu	0.93	4						
	Aus - Perth Colin St		Sat	0.55	4	12-Dec					
Budi	Indonesia - Jakarta	9-Dec	Mon	1.00	4	10-Dec					
	Vietnam - Ho Chi Minh City	10-Dec	Tue	0.29	0						
Thamrongrat	Thailand - Bangkok	12-Dec	Thu	0.45	0						
Louis Lee	South Korea - Seoul	16-Dec	Mon	0.05	0						
Von Jovan	Saudi Arabia - Riyadh	18-Dec	Wed	0.21	0						
Vietnam - Hanoi (HCMC)		cksey any day after 10 dec		#N/A	2 hours	11-Dec					

Book photog any day after training

Book photography for 9-1 on Monday 12-9. I have an early flight and we are training on Saturday.

Book photog any day after training

Book photography for 9-1 on Monday 12-9. I have an early flight and we are training on Saturday.



Phil						
Maros	Bratislava training	26-Nov	Tue			
Maros	Slovakia - Bratislava	27-Nov	Wed	0.60	0	
Jan	Czech Republic - Prague	28-Nov	Thu	0.76	0	
Paul Duffy	UK - Belfast	9-Dec	Mon	2.48	7	
						16-Dec18-Dec
Michel						
Idris	Turkey - Istanbul	5-Dec	Thu	0.33	0	
Lucie	Morocco - Casablanca	10-Dec	Tue	0.60	0	
Javier	Spain - Madrid	12-Dec	Thu	2.86	7	
						18-Dec19-Dec

Travel days requested																				
Confirmed					Tue	Wed	Thu	Fri	Wk 7	Mon	Tue	Wed	Thu	Fri	Wk 7	Mon	Tue	Wed	Thu	Fri
DAYS																				
x=added to tt Office					12/3	12/4	12/5	12/6	12/9	12/9	12/10	12/11	12/12	12/1	12/1	12/16	12/17	12/18	12/19	12/20
NEEDE	COUN	Timeslot																		
x	Aus - Sydney	1.95	33	44		12					21									
	Belgium - Antwerp	0.60	0	11																
	Belgium - Brussels	2.12	63	39			21				21						21			
0	Brazil - Sao Paulo	0.05	6	3			6													
	Canada - Toronto 199 Bay St	0.17	9	6									9							
0	China - Beijing	0.19	9	9							9									
0	China - Shanghai	0.31	15	16			15													
	Czech Republic - Prague	0.76	15	15																
0	France - Paris	4.12	44	95									22				22			
	Germany - Duesseldorf	0.52	6	12			6													
0	Germany - Frankfurt	2.90	48	70									6				21	21		
	Germany - Hamburg	1.31	21	30				6				15								
	Germany - Munich	1.26	30	29		15					15									
	Hong Kong	2.36	54	49	18						18						18			
	Hungary - Budapest	0.33	9	8								9								
	Indonesia - Jakarta	1.00	24	18						12								12		
	Italy - Milan	1.95	30	33								12						18		
	Italy - Rome	0.29	6	6													6			
	Japan - Tokyo	0.64	15	15		15														
	Luxembourg	2.88	42	66	21	21														
	Morocco - Casablanca	0.60	15	14							15									
	Netherlands - Amsterdam	4.43	78	106		12	22					22					22			
	Poland - Warsaw	1.42	24	22						12								22		

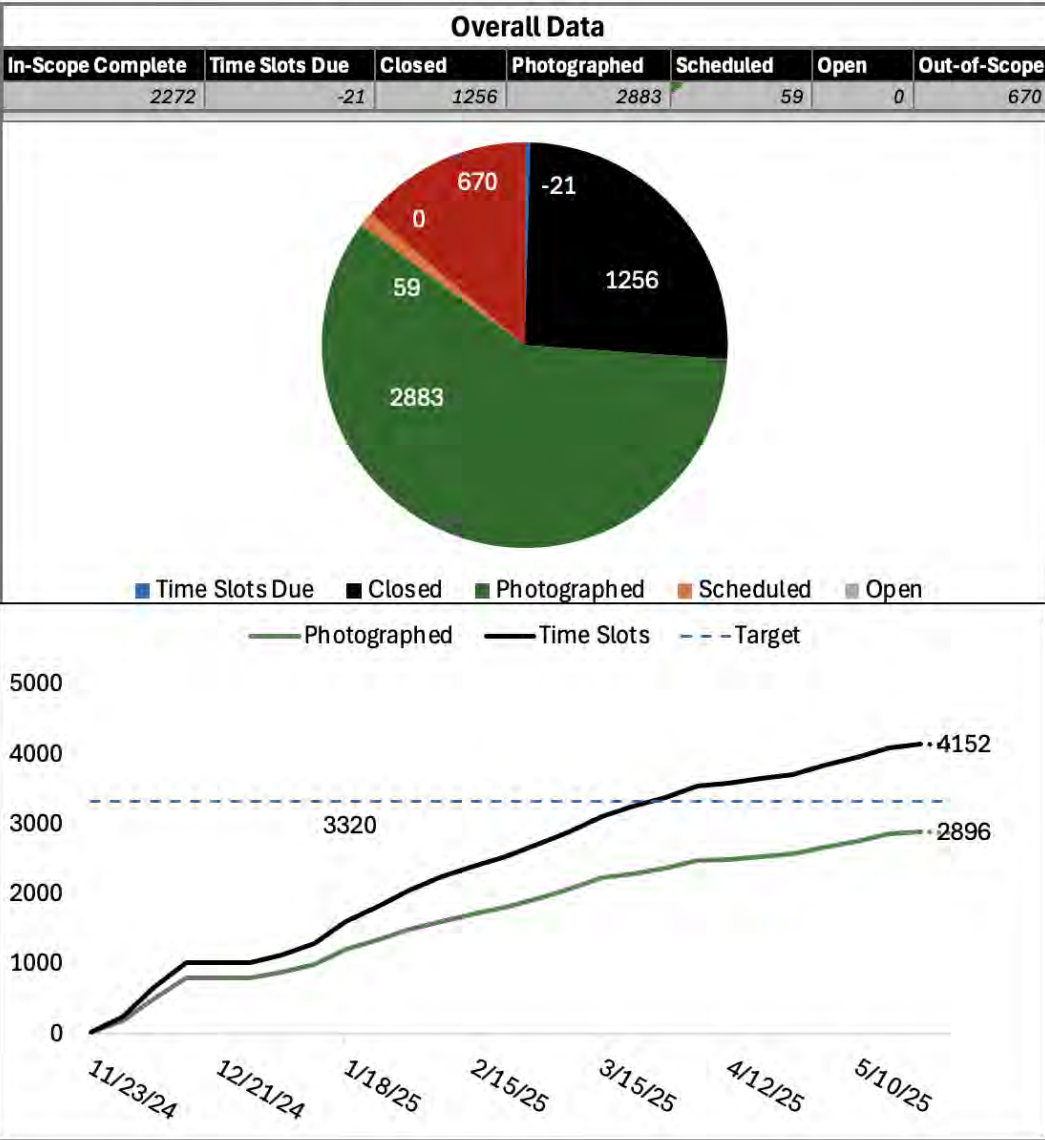
THE DATA



Definitions & Metrics: [Open by clicking [+] on the left side]

Timeslots	Count
Photographed	2883
Closed	1256
Scheduled	59
Open	0
Total	4198

Sessions	Count
Completed	230
Upcoming	1
Total	231



Location Data		Total					In Scope		
Client Office	In-Scope Subjects	Photographed	Scheduled	Open	Closed		Photographed	Scheduled	
London	951	687		24	0	473	491		14
New York- Lexington Avenue	408	259		16	0	156	235		7
Amsterdam	200	144		0	0	54	120		0
Paris	185	140		0	0	38	122		0
Luxembourg	124	132		0	0	27	98		0
Frankfurt	134	138		0	0	29	107		0
Madrid	116	103		0	0	42	93		0
Dubai	104	78		0	0	11	63		0
Sydney	79	64		0	0	25	49		0
Singapore	79	77		0	0	8	51		0
Perth - Exchange Tower	38	13		0	0	7	3		0
Hong Kong SAR	95	105		0	0	12	72		0
Brussels	80	76		0	0	43	63		0
Belfast	60	60		0	0	27	45		0
Munich	55	52		0	0	21	40		0
Hamburg	53	60		0	0	51	43		0
Washington DC	104	99		0	0	8	86		0
Milan	65	61		0	0	9	57		0
Bangkok	19	3		0	0	9	3		0
Prague	24	47		0	0	6	20		0
Bratislava	22	29		0	0	2	15		0
Shanghai	29	19		0	0	1	16		0
Casablanca	27	22		19	0	10	19		2
Houston	20	10		0	0	8	9		0
Warsaw	56	76		0	0	24	53		0
Jakarta	34	33		0	0	30	27		0
Silicon Valley	25	22		0	0	9	21		0
San Francisco	16	17		0	0	9	13		0
Riyadh	14	11		0	0	5	8		0
Antwerp	18	16		0	0	10	13		0
Austin	16	13		0	0	1	12		0



Lyndsay Rembert



Clyde, Jonny:BS (BL) (Unverified)



Richards, Joe:MKT (LN) (Unverified)



Trish Warren



Sam Schultze



Barry Benton



Greg Lorfing



Biswas, Joel:MKT (LN) (Unverified)



Diamond, Rachael:MKT (BL) (Unverified)



Jon Rauschenberger

Joel Biswas — global head of brand

Scheduled Sessions

Office:
Washington DC

Date:
Last 365 days

Location Type:
Any

ID	Date	Time	City	Office	Status	Location Ty
SES-1210	12/11/2024	9:00 AM - 5:00 PM * 95%	Washington	Washington DC	Accepted	Client Office
SES-1232	12/18/2024	9:00 AM - 4:40 PM * 100%	Washington	Washington DC	Accepted	Client Office
SES-1233	12/19/2024	11:00 AM - 5:00 PM * 100%	Washington	Washington DC	Accepted	Client Office
SES-1312	1/8/2025	9:00 AM - 5:00 PM * 91%	Washington	Washington DC	Accepted	Client Office

Scheduled Sessions

Office:
London

Date:
Last 60 days

Location Type:
Any

Apply Filters

ID	Date	Time	City	Office	Status	Location Type	Session Type	Photographer
SES-1659	5/20/2025	9:00 AM - 5:00 PM * 95%	London	London	Accepted	Client Office	Headshot Lawyer	Tom Russell
SES-1858	5/21/2025	9:00 AM - 4:40 PM * 90%	London	London	Accepted	Client Office	Headshot Lawyer	Simon Shaw
SES-1660	5/22/2025	9:00 AM - 5:00 PM * 100%	London	London	Accepted	Client Office	Headshot Lawyer	Tom Russell
SES-1738	5/28/2025	9:00 AM - 5:00 PM * 91%	London	London	Accepted	Client Office	Headshot Lawyer	Sarah Seal
		- 4:20 PM * %	London	London	Accepted	Client Office	Headshot Lawyer	Sarah Seal
		- 4:40 PM 86%	London	London	Accepted	Client Office	Headshot Lawyer	Phil Adams
		- 5:00 PM 77%	London	London	Accepted	Client Office	Headshot Lawyer	Phil Adams
		- 5:00 PM 3%	London	London	Accepted	Client Office	Headshot Lawyer	Sarah Seal
		1 - 4:40 PM 85%	London	London	Accepted	Client Office	Headshot Lawyer	Phil Adams
		1 - 5:40 PM 90%	London	London	Accepted	Client Office	Headshot Lawyer	Sarah Seal

Scheduled Sessions

Office:
Hamburg

Date:
All

Location Type:
Any

Apply Filters

ID	Date	Time	City	Office	Status	Location Type	Session Type	Photographer
SES-1218	12/6/2024	1:00 PM - 3:00 PM * 33%	Hamburg	Hamburg	Accepted	Client Office	Headshot Lawyer	Guido Kollmeier
SES-1353	1/23/2025	9:00 AM - 5:00 PM * 33%	Hamburg	Hamburg	Accepted	Client Office	Headshot Lawyer	Guido Kollmeier
SES-1354	2/4/2025	9:00 AM - 5:00 PM * 63%	Hamburg	Hamburg	Accepted	Client Office	Headshot Lawyer	Guido Kollmeier
SES-1355	2/25/2025	9:00 AM - 5:20 PM * 72%	Hamburg	Hamburg	Accepted	Client Office	Headshot Lawyer	Guido Kollmeier
SES-1438	3/6/2025	9:00 AM - 4:20 PM * 45%	Hamburg	Hamburg	Accepted	Client Office	Headshot Lawyer	Guido Kollmeier
SES-1529	4/7/2025	9:00 AM - 12:00 PM * 89%	Hamburg	Hamburg	Accepted	Client Office	Headshot Lawyer	Guido Kollmeier
SES-2695	7/15/2025	10:00 AM - 12:00 PM 100%	Hamburg	Hamburg	Accepted	Client Office	Headshot Lawyer	Guido Kollmeier

Schedule New Studio Session

Schedule New Offsite Session

What photographers do locally is the foundation of our client relationship and our success, but each city is a piece of a bigger picture, and when photographers get a glimpse of what that looks like and the technology that sets Gittings apart from any other content partner it puts what we do locally into perspective.

Gittings is not a vendor, we are a creative partner and that goes for every subject every time because together we're greater than some of our parts.

The next time you get a session, consider what went into making that happen and how diligently our entire team is working to ensure every session is a success every time.