

## COMPANY NAME: IDEAL IMPRESSIONS PHOTOGRAPHY

### Photographer's names:

Ryan Bensheimer, president and owner and Matt Mason, Vice-President, work with a team of photographers and creative specialists to deliver extraordinary packages that provide matchless value and immediate digital results specializing in top notch weddings and events. Same day slideshows, videography, photoshop enhancements, and outstanding service make us one of the most sought after photography companies.

### Website:

[www.idealimpressionsphotography.com](http://www.idealimpressionsphotography.com)

### Locations/Home Base:

Home Base: Lake Geneva, WI

### Available for travel?

Yes!

### Cameras you use:

Canon 1D Mark III, Canon 5D

### Favorite Type of Shot:

Our company enjoys capturing emotion and true-to-life moments. We feel successful when, at the end of the day, our photography "tells the story" of the wedding and of the relationship of the couple. Our favorite photographs are made in unexpected moments that vividly express the passion of the greatest day of your lives. We work with each couple to find exactly what approach best expresses the bride and groom's style and deliver results that leave them feeling like the services our company offered "completed" their romance and wedding day story.

### How would you describe your style of photography?:

Ideal Impressions uses a blend of photojournalistic and traditional photography. These days' people throw around the term *photojournalistic* but we believe the end result is better with some direction. Most couples are more than happy to be prompted to look their best. We specialize in coaching our clients to look as natural as possible and capture the person's best image and true emotion of the day.

### How long having you been doing photography?:

20 years.

### How did you start?:

Ryan started shooting weddings when he was 16 years old. He attended the Chicago Art Institute and began a very successful career working in Chicago capturing some of the most notable brands and people throughout the 90's. He relocated to Lake Geneva in hopes of achieving the perfect Midwest location to be centrally blended to strategically capture the Midwest markets of Milwaukee, Madison, Chicago and the Twin Cities.

Places you have traveled for weddings:

Ryan has photographed 29 countries and all 50 states. Ideal Impressions regularly travels to many locations in the US and is happy to travel worldwide offering engagement sessions anywhere the bride and groom are willing to travel

Why do you like shooting weddings?:

This is the happiest day of someone's life. By making things run smoothly and capturing amazing images we help make that day even more special and memorable. It is an honor and joy to be a vital part of their special day.

Any celebrities/high-profile names you have shot:

Ideal Impressions regularly shoots the top wedding venues around the world and has worked with several notable people and high level businessman and owners that have included CEO's of fortune 500 companies. We pride ourselves in providing the very best service available.

Anything you would like to add?:

We are fast! We are known for our immediate digital results. Many photographers and DJs these days are showing family slideshows. However, a distinctive that we offer is same day wedding shots blended naturally into the family slideshow. We edit about 100 images from the day and put together a highly professional slideshow, completed with panning and zooming effects set to the couple's favorite music at the reception. The effect is astounding. It is the highlight of the day for the couple and the guests. People are blown away seeing images that were sometimes just minutes before displayed in an entertaining video right before their eyes. Each guest is given a card that directs them to our website where they can download the wedding images free of charge. Most albums are finished and delivered within a month of the wedding. We also offer complete next day service for destination weddings that includes complete DVD authoring and finished albums that can be brought home and displayed at a home-side reception!

Any tips for brides having a destination wedding?:

It is tempting to hire a low cost photographer locally at your destination. Often these photographers have not been properly trained and are paid very little by the resort or hotel to shoot your wedding. Consider the value of hiring top of the line photographers who will meet with you ahead of time, plan your day and produce results that will provide a life time of captured memories for you and generations to come. Surprisingly, our services are very reasonable and start as low as \$1500 plus expenses.