

Staging the ceremony

How to plan a ribbon cutting that photographs well

The ceremony lasts about ninety seconds. Almost everything that decides whether the photos are usable happens before it starts.

RIBBON CUTTING

\$200 flat, 30 minutes to an hour

GRAND OPENING

1 to 2 hours at the standard hourly rate

DELIVERY

Next business day

BOOK

Mid morning, and avoid midday in summer

- ☐ Oversized scissors borrowed or bought, not office scissors
- ☐ Ribbon wide enough to read in a photo, held taut by two people
- ☐ Front row kept to six or eight, everyone else staggered behind
- ☐ Group standing beside the signage, not in front of it
- ☐ Sun coming across the group rather than into their faces
- ☐ Name badges off, sunglasses off, phones down
- ☐ Thirty minutes before doors reserved for the clean interior
- ☐ List of group combinations wanted after the cut
- ☐ Someone briefed to gather people, so it is not the photographer
- ☐ Somewhere to put coats and bags out of frame
- ☐ Decide who says the countdown so the cut is not a surprise

QUICK ANSWERS

How long should I book for a ribbon cutting?

Most ribbon cuttings run 30 minutes to an hour, and they have their own flat rate of \$200 with next business day delivery.

What time of day is best?

Mid-morning is the usual answer for a business opening, and it is also the kindest light outdoors. Avoid scheduling an outdoor ceremony for the middle of the day between June and September.

Who should hold the scissors?

Usually the owner, often with the chamber president or a local official. Two people is the strongest frame. More than two and the scissors get lost.

Should we do the ceremony inside or outside?

Outside, if the entrance and signage are worth showing and the weather allows, since that is where the sense of place is. Indoors is the safer choice on a windy day or in high summer.

ALSO COVERED IN THE FULL GUIDE

- 01 Where everyone stands is the whole thing
- 02 Put the signage where it can actually be seen
- 03 Scissors, ribbon, and the details that ruin frames
- 04 Think about which way the group is facing
- 05 The shot everybody forgets
- 06 What a ribbon cutting costs
- 07 Build in five minutes of grip-and-grin

Questions, or ready to book?

760-668-2125 · srecinosmedia@gmail.com
srecinosmedia.com · @stevenrecinos_events.cv

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