GUIDE · SOCIAL EVENTS

Selling wedding and quinceañera photos with selfie search

How to organize and sell the photos and videos of a wedding or quinceañera: every guest finds themselves with a selfie, in a private password-protected gallery.

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With Mirelia Pro you can publish the photos and videos from a wedding, a quinceañera (*fiesta de 15*, the Argentine 15th birthday party) or a graduation party in a private, password-protected gallery, where each guest uploads a selfie and finds the photos they appear in. They choose the ones they want, pay and get them by WhatsApp or email, without signing up or downloading any app.

This guide is for social event photographers: weddings, quinceañeras, graduation parties, school ceremonies and corporate events. You'll see the complete step-by-step process in Pro (creating the event, setting the password, building prices and packs, organizing folders, uploading, publishing and printing the QR code for the tables), a simpler alternative with Mirelia Express and a few privacy issues worth keeping in mind when you publish photos of people.

Mirelia charges a 0% commission per sale: what each guest pays goes to your account. If you get paid through Mercado Pago, the payment processor charges its own fees, which are explained in the guide to getting paid with Mercado Pago or by bank transfer (https://mirelia.net/en/blog/guides/get-paid-for-photos-mercado-pago-or-bank-transfer.html).

What you need before you start

- A Mirelia Pro account. You can try it free with 20 photos at mirelia.net/registro (https://mirelia.net/registro).
- The event details: name, date, venue and a nice photo for the cover.
- A short gallery password that's easy to say out loud (for example, the couple's last name or the quinceañera's name plus the year).

- A decision on how you'll get paid: Mercado Pago connected, or bank transfer instructions written by you.
- The photos already edited, in JPG or PNG, and the videos in mp4, mov, m4v, webm or 3gp.

Step by step

1. Create the event with its basic details

In the side menu, go to "Mis Eventos" (My Events) and tap "Crear Evento" (Create Event). The "Crear nuevo evento" (Create new event) wizard opens. It has five steps, which you move through with "Siguiente" (Next) and "Atrás" (Back). In the first one, "Información básica" (Basic information), fill in "Nombre del evento" (Event name), "Descripción" (Description), "Fecha" (Date) and "Ubicación" (Location); all four are required.

Use a name guests will recognize right away, like "Lucía & Martín's Wedding" or "Sofi's Quince".

2. Add the cover and the access code

In "Portada y acceso" (Cover and access), upload the "Imagen de portada" (Cover image) and fill in "Clave de acceso (opcional)" (Access code, optional). If you leave that field blank, the event is public; if you fill it in, Mirelia asks each person for that code before showing them the photos. The guest sees the message "Este evento está protegido" (This event is protected), types the "Código de acceso" (Access code) and taps "Ver galería" (View gallery).

The same step has the "Configurar marca de agua" (Set up watermark) button. How to adjust the watermark and the gallery security levels is explained in detail in the guide to setting up Mirelia Pro (https://mirelia.net/en/blog/guides/set-up-mirelia-pro-microsite-watermark-custom-domain.html).

3. Choose the event type and leave bib numbers off

In "Tipo de evento y dorsales" (Event type and bib numbers), pick the right option under "¿Qué tipo de evento cubrís?" (What type of event are you covering?). For a wedding or a quinceañera, leave the "¿Usás dorsales?" (Do you use bib numbers?) switch off: guests will find themselves with a selfie.

Keep in mind that this option can only be chosen when you create the event, and after that it's locked. When the event doesn't use bib numbers, the gallery offers two ways to search: "Selfie" and "Título" (Title).

4. Set prices, videos and packs

In "Precios" (Prices), choose "Fotos pagas" (Paid photos) and fill in "Precio por cada foto" (Price per photo). In Argentina the minimum is ARS 500, and the app itself suggests that "Los eventos que más venden, son los que cobran más de $2.000" (The best-selling events are the ones that

charge more than ARS 2,000). That's general advice from the app, not a guarantee: you decide the price based on your audience.

If you shot video, turn on "¿Vas a vender videos?" (Will you sell videos?) and set the "Precio por cada video" (Price per video). Then you have two tools for selling more than one photo per person:

- **Quantity packs**: turn on "Habilitar packs" (Enable packs) and, in the table, enter "Cantidad de fotos" (Number of photos) and "Precio del pack" (Pack price) with "Agregar pack" (Add pack). The pack kicks in only when the guest reaches that number of photos in the cart. With "Incluir videos en los packs" (Include videos in packs) you add the videos.
- **Face recognition pack**: with the "Pack por reconocimiento facial" (Face recognition pack) switch, the guest can buy every photo the same person appears in for one flat price, without picking them one by one.

If you work as a team in Argentina, this step also shows "Dividir el pago entre fotógrafos automáticamente" (Split the payment between photographers automatically), which is locked once the event is created. The guide to working as a team (https://mirelia.net/en/blog/guides/team-photography-split-photo-sales.html) explains it.

5. Publish the event or save it as a draft

In "Publicación" (Publishing) you have two options. "Crear y publicar" (Create and publish) makes the event visible and ready to share while you're still uploading photos. "Crear borrador" (Create draft) saves it unpublished until you tap the "Publicar" (Publish) button.

If you want guests to also be able to get their photos by WhatsApp as well as by email, check in "Editar evento" (Edit event) → "3. Configuración adicional" (3. Additional settings) that "Enviar fotos por WhatsApp" (Send photos by WhatsApp) is turned on, and tap "Guardar cambios" (Save changes).

6. Sort the photos into folders by moment

In the event details, under the "Carpetas" (Folders) section, tap "Nueva Carpeta" (New Folder) and fill in "Nombre de la carpeta" (Folder name) and "Imagen de portada". The name is up to you: for a wedding you might use "Ceremony", "Reception", "Party" and "Dessert table"; for a graduation, "Ceremony" and "Party".

In paid events each folder has the "Descarga gratuita de fotos" (Free photo download) switch: the photos in that folder can be downloaded for free. It's useful, for example, if you agreed with the couple to give the group photos to all the guests and charge for the rest.

7. Upload the photos and videos

Tap "Subir Fotos" (Upload Photos) or drag and drop the files. You can fill in "Nombre del fotógrafo (opcional)" (Photographer name, optional), which later lets you see how much each person

uploaded and sold in "Lista de fotógrafos" (Photographer list). On each thumbnail you'll see the status of "Extracción de caras" (Face extraction), which is what makes selfie search possible.

Limits to keep in mind:

- Photos larger than 5 MB are compressed automatically.
- Each video can be up to 100 MB and counts as 10 photos against your plan's allowance.
- Videos are stored for 1 month and then deleted, so it's best to publish them and share the link as soon as the event is over.

If you upload a duplicate photo, Mirelia flags it under "Fotos que ya existen" (Photos that already exist). If any upload fails, use "Reintentar subida de archivos fallidos" (Retry failed uploads). If you hit your plan's limit, you'll see "¡Límite de tu plan alcanzado!" (Plan limit reached!), with the options "Comprar fotos" (Buy photos) or "Ver planes" (See plans).

8. Print the QR code and leave it on the tables

Once the event is published, you'll see "Copiar enlace" (Copy link), "Abrir enlace" (Open link) and "Generar QR para imprimir" (Generate printable QR). The last one opens the "QR para imprimir" (Printable QR) dialog, where you can "Descargar" (Download) the code as a PNG or send it straight to "Imprimir" (Print).

A QR code on each table or at the bar, with the password written next to it, lets guests get into the gallery from their phones.

9. Share the link in the event group

Copy the link with "Copiar enlace" (it looks like yoursubdomain.mirelia.net/eventos/...) and send it, along with the password, to the WhatsApp group for the guests, the class or the company. According to the DataReportal Digital 2027: Argentina (https://datareportal.com/reports/digital-2027-argentina) report, WhatsApp is the most used platform in the country: 93.5% of internet users aged 16 and over used it in the past month (GWI data for the second quarter of 2026).

On the guest's side, the flow is: open the link, type the password, tap "Para buscar tu imagen click aquí" (Click here to find your picture), choose "Selfie" and upload up to 3 photos of themselves or take one with "Tomar una selfie" (Take a selfie). If a photo that isn't theirs shows up, they remove it with the trash-can button ("No es mía", Not me). Then they fill the cart, choose "Por WhatsApp" (By WhatsApp) or "Por Email" (By email) and pay. They get a download link in high quality and without a watermark.

Prices and packs for social events

At a social event, unlike a race, each guest usually shows up in lots of photos: arriving, at the table, dancing, in the group shots. That's why it pays to think about packs together with the single-photo

price.

Tool	Who it's for	Where to set it up
Price per photo	Guests who want one or two specific photos	"Precio por cada foto"
Quantity pack	Guests who pick several photos and want a set price	"Habilitar packs" → "Agregar pack"
Face recognition pack	Guests who want all their photos without choosing	"Pack por reconocimiento facial"
Price per video	Guests who appear in the party videos	"Precio por cada video"
Free folder	Photos you agreed to give away	"Descarga gratuita de fotos" in the folder

Tip. If you combine packs with free photos, mention it in the event's "Descripción", so nobody pays for a photo that was free in another folder.

After creating the event you can adjust prices from "Editar evento" → "2. Configuración de precios" (2. Pricing settings). There, the face recognition pack shows up as "Paquete de fotos por busqueda" (Photo bundle per search).

As of November 2026, Mirelia Pro prices start at USD 40 or ARS 42,000 per month with Pro Small (4,500 photos per month). They may change: current prices are at mirelia.net/planes (https://mirelia.net/planes).

A no-subscription alternative: Mirelia Express

If you shoot a social event every now and then and don't need a password, you can use Mirelia Express (https://express.mirelia.net/), where you pay per photo uploaded. In the "Nuevo evento" (New event) wizard you choose between two types:

- **"Galería con carrito"** (Cart gallery): guests find themselves with a selfie and buy individual photos or packs.
- **"Galería pública"** (Public gallery): everyone sees the photos, finds themselves with a selfie and downloads them for free. It works, for example, for a corporate event the company has already paid you for.

The key difference for social events: Express has no password-protected gallery, so anyone with the link can see the photos. It also doesn't include a branded website or collaborators. As of November 2026, Express costs ARS 14 per photo in Argentina or USD 1 per 25 photos everywhere else, with up to 15 free photos to try it out; the amount is calculated per photo and per month the event stays active, with a minimum payment of ARS 500. Check current prices at mirelia.net/planes (https://mirelia.net/planes) and the full walkthrough in the guide to your first event with Express (https://mirelia.net/en/blog/guides/first-event-with-mirelia-express-step-by-step.html).

> **Tip.** If the family would rather the photos not circulate beyond the guests, use Pro with a "Clave de acceso" instead of an open Express link.

Guest privacy and image rights

Publishing photos from a wedding or a quinceañera means publishing images of people, often minors. This section isn't legal advice: it's a starting point for doing your own research.

In Argentina, Article 53 of the Civil and Commercial Code (http://servicios.infoleg.gob.ar/infolegInternet/anexos/235000-239999/235975/norma.htm) states that capturing or reproducing a person's image requires their consent, except in certain cases that the article itself lists. In addition, Personal Data Protection Law 25.326 (http://servicios.infoleg.gob.ar/infolegInternet/anexos/60000-64999/64790/norma.htm) regulates the processing of personal data. If you have questions about how they apply to your work, consult a legal professional.

On the practical side, Mirelia gives you a few tools to limit who sees the photos:

- **The "Clave de acceso"** means only people who have the code can see the gallery. Share it only with the guests, not on open social media.
- **Selfie search** lets each guest go straight to the photos where the system recognizes them.
- **The watermark and gallery security** protect the previews until someone buys.

> **Tip.** Talk to whoever hired you before the event: tell them the gallery will have a password and selfie search, and agree on whether there are photos that won't be published.

Frequently asked questions

Do guests have to sign up or download an app?

No. They open the link on their phone, type the password if the gallery has one, find themselves with a selfie, pay and get the photos by WhatsApp or email.

How many selfies can a guest upload to search for themselves?

Up to 3 photos of themselves, or they can take one on the spot with "Tomar una selfie". If a photo that isn't theirs shows up in the results, they remove it with the trash-can button ("No es mía").

Can I password-protect the gallery with Mirelia Express?

No. Password-protected galleries are a Mirelia Pro feature. In Express, anyone with the link can see the gallery.

What is the face recognition pack?

It's a single price for buying every photo the same person appears in. You turn it on in the "Precios" step with the "Pack por reconocimiento facial" switch.

Can I sell the party videos?

Yes. Turn on "¿Vas a vender videos?" and set a price per video; guests find them with their selfie too. Each video can be up to 100 MB, counts as 10 photos against your allowance and is stored for 1 month.

Can I give away some photos and charge for the rest?

Yes. Create a folder and turn on "Descarga gratuita de fotos": the photos in that folder can be downloaded for free and the rest of the event's photos are still paid.

Related video

Mirelia also recognizes faces in videos, so each guest finds, buys and downloads their videos with the same selfie. Watch it in Sell event videos: find yourself with a selfie (https://mirelia.net/en/blog/sell-event-videos-with-face-recognition.html).

Sources

- Argentine Civil and Commercial Code, Article 53, InfoLEG (in Spanish) (http://servicios.infoleg.gob.ar/infolegInternet/anexos/235000-239999/235975/norma.htm)

- Law 25.326 on Personal Data Protection, InfoLEG (in Spanish) (http://servicios.infoleg.gob.ar/infolegInternet/anexos/60000-64999/64790/norma.htm)
- Digital 2027: Argentina, DataReportal (https://datareportal.com/reports/digital-2027-argentina)
- Mirelia plans and pricing (https://mirelia.net/planes), accessed November 16, 2026