

Event Location & Details

Example

Event: Business Expo

Date: 20th August 20XX

Venue: National Exhibition Center

Time required: 11:00 – 17:00

Upon Arrival: When you arrive, I will meet you at the registration desk in the lobby to greet you and to get you signed in. You will be provided with a guest pass for the event, but you will need to bring photo ID for security purposes. Lunch will be provided.

The Purpose of The Shoot

Explaining the purpose of the shoot so the photographer knows what kind of photos you are looking to achieve. If you are organizing an event, providing an introduction about the event or individual, is very useful for the photographer. This will give the photographer insight into the event's brand personality, and they can try to reflect this in the shoot. If the purpose of the event photoshoot is to capture people having a good time, then your photographer will know to take plenty of portraits and candid photos of the guests. If the purpose of the photoshoot is to show off a new product at the product launch, then the photographer will know to take plenty of photos of the product.

Example:

The purpose of the photoshoot is to document the event and to promote future events, and the photos will be primarily used by us for marketing purposes. If you look at our website, you can see our past event photos; we would like you to keep to the same style of photography. As the photos will be used on our website, we will be happy to receive the photos as digital files. We will need the photos in two weeks (specify a date), but preferably as soon as possible.

Event Schedule or Special Instructions

Provide an itinerary for the event, including this will be helpful for the photographer as they will know exactly what to expect. Be sure to include any specific shots you have in mind. For a personal event, include poses, locations, and people you want to be photographed. For a corporate event include specific shots you want such as venue photos, photos of attendees, special guests and speakers, the audience, and anything special and unique about the event.

Example Event Schedule w/ notes:

Shot list:

- **11 a.m.** – Speeches and audience listening
- Although most of the images will be candid, we would like to have a few posed photos of the DV/VIP guests. We will have 30 mins for this before the **11 a.m.** start time.
- **11:30 a.m.** – Attendees speaking to each other and enjoying themselves
- People getting involved with workshops
- **12:05 p.m.** – Photos of our exhibitors, particularly those with the biggest buzz
- **12:45 - 1:15 p.m.** – Lunch
- **2 - 4 p.m.** – Event highlights – panel discussion and workshops
- **4 p.m.** – Business workshop (event will conclude at 5 p.m.)
- Try to include images of a variety of event speakers