

Event Photography Brief

Event Details:

- Event Name:
- Date:
- Time:
- Venue:
- Location within the venue:

Purpose of Event Photographs:

Clearly outline the primary and secondary purposes for the event photographs. This could include:

- Social media promotion
- Internal communications
- Archival purposes
- Marketing materials
- Sponsorship documentation
- Other (specify)

Platform and Usage Requirements:

Specify where the photographs will be used and any format requirements for each platform, such as:

- Social media platforms (Twitter, Instagram, Facebook, LinkedIn, etc.)
- Company website
- Print materials (brochures, flyers, posters, etc.)
- Internal newsletters or communications
 - Other (specify)

Event Schedule and Key Moments:

Provide a detailed schedule of the event, including timings for key moments such as:

- Opening remarks
- Presentations or speeches
- Award ceremonies
- Networking sessions
- Entertainment performances
- Group photos or portraits

Ensure the photographer is aware of any specific shots or individuals that need to be captured during these moments.

Venue and Logistics:

Share information about the event venue and any logistical considerations, such as:

- Indoor or outdoor setting
- Lighting conditions
- Accessibility for photography equipment (lifts available)
- Any restrictions or special permissions required
- Parking availability for the photographer

Exclusions and Special Requests:

Clearly outline any subjects, areas, or activities that should not be photographed. This could include:

- VIP guests who prefer not to be photographed
- Sensitive or confidential information
- Specific event elements deemed irrelevant for documentation

Additionally, include any special requests or considerations that are unique to your event.

Contact Information:

Provide contact details for the event organiser or designated point of contact for the photographer, including:

- Name
 - Email address
 - Email address to send final photos
- Phone number
 - Company or organisation (if applicable)

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Additional Notes:

Include any other relevant information or instructions for the photographer to ensure a successful collaboration and the desired outcome of the event photographs. Include whether an online gallery is required and who you want to be able to access it.

Feel free to customise this template according to your specific event requirements. If you have any questions or need further assistance, please don't hesitate to contact me.