The Essential

Event Photography
Shot List

The purpose of event photography is to capture images of a well-attended event, with brand shots to show event coordinators and sponsors how their investment in the event paid off. Read more: http://bit.ly/shotlist101

1. Details
Capture photos of any products, programs, or collateral. These items tell the story of the event which help justify the clients’ investment.

2. Venue Photos
Images of the exterior and interior of the venue are important for internal use. Try to capture the venues with a line inside or outside.

3. Sponsor Shots
Many sponsors help make the event possible, so be sure to photograph any products or services with sponsorship logos.

4. Happy Attendees
All event coordinators and sponsors want to see attendees enjoying themselves at the event. Don't be afraid to ask attendees for posed photos. Just make sure they smile!
5. VIPS & Special Guests
Be sure to know who the VIPs are and capture a variety of images. Get them in action on stage, networking with attendees, and posed with other VIPs and Special Guests.

6. Speakers & Panelists
Get a variety of photos of anyone speaking on stage or distinguished guests of honor. Take the photos from a variety of angles from all over the venue, and posed shots if possible.

7. Award Winners
If awards will be given, be sure to position yourself in front of the stage at the right time. Document the recipient receiving the award, and posed with their award.

8. Audience
Capture the audience with engaged, interested looks. Don't forget wide-angle shots that show the venue full of people (get creative with angles if the venue isn't packed).

9. Networking
During breaks or in the post-event happy hour, attendees always network with each other. Get shots of this interaction for marketing the event in following years.