



# **Event Photography Shot List Presentation**

# **Include a Run of Show**

**A run of show is a timeline of scheduled events.**

It generally includes a

**time,**  
**location,**  
**brief description**  
of the event.

**These extra details help the photographer know when and where to be before important events take place.**

# 1. Venue Photos

**Capture photos of the exterior and interior of the event space. Focus on parts of the venue that have been transformed specifically for the event, such as a red carpet with a photo backdrop.**



**Intended Use:** Venue photos are great for event recaps showing how the event space is setup. Pre-event shots are also a good time for the photographer to arrive early and get acquainted with the venue before attendees show up.

## 2. Details

Anything unique to the event that has branding on it should be photographed. This includes signs, programs, gift bags and related collateral.



**Intended use:** these photos help the client tell the story of the event to any higher ups or sponsors.

### 3. Sponsor shots

Most events have at least one corporate sponsor who donated money, products, or services. It's essential to capture images of the sponsor donations in action.



**Intended Use:** These shots will be valuable to the event's marketing team who will later be able to show the sponsor how worthwhile their donation was. For photographers, sponsor shots are also a great networking opportunity.

## 4. Happy Attendees

Capture a wide variety of candid shots that illustrate the vibe of the event. Close up shots are great, but also include wide angle shots to show the size and scope of the event. Get comfortable with approaching people at the event and asking them to pose for photos.



**Intended Use:** Clients want to visually see attendees having fun and enjoying themselves. These images portray a positive and exciting event and can be used for promoting the next event.

## 5. VIPs and Special Guests

More often than not, a VIP will attend the event, and his or her presence needs to be documented. Be sure to ask the client for a full list of VIPs or special guests, and also don't be afraid to enlist their help in pointing the guests out on site.



**Intended Use:** Shots of VIPs are needed for event coordinators to show their attendance, as well as for press releases or news stories that recap event highlights.

## 6. Speakers and Panelists

If there will be any special speakers or panelists, be positioned to photograph them as they're speaking. Get a variety of photos: wide-angle, close-up and from the left and right.



**Intended Use:** Think of speakers and panelists just like they are VIPs (oftentimes, they will be!).

## 7. Award Winners

Many events will feature an award being handed out. If this is the case, find out from the client when and where this will take place, and be sure to be there on time. Capture candid photos of the recipient receiving the award, and posed photos of the recipient holding the award and looking at the camera.



**Intended Use:** Similar to VIPs, photos of award winners are important for internal use and marketing.

## 8. Audience

Look out for moments that garner a powerful reaction. Get as many photos as possible of the audience looking interested and engaged.



**Intended Use:** Audience photos can be tricky to capture, but they are essential for illustrating that the event was well-attended.

## 9. Networking

During event breaks or a post-event happy hour, attendees will naturally interact with each other. Capture photos of networking as much as possible.



**Intended Use:** They show that the event was enjoyed. The client values these for future event promotion, and possible press releases if a celebrity was there.

# In Conclusion

**As an event photographer, a shot list is important to make sure we're getting all of the photos we need.**

