The Event Content *Checklist*

Plan the shoot before the day, and one event turns into weeks of photos, video and posts. Use it with any vendor you hire, ours or not.

Before the event 4 TO 6 WEEKS OUT

- [ ] Decide the three jobs the content must do: sponsor recognition, a recap, social posts, a fundraiser appeal, a recruiting asset
- [ ] Name one point person who can answer questions and approve on the day
- [ ] Send the run of show and floor plan to your photographer and videographer
- [ ] Confirm venue rules: load-in time, parking, lighting, drones, flash, restricted areas
- [ ] Handle photo and video permissions: signage at check-in, releases for features and testimonials
- [ ] Collect brand assets: logos, hashtags, handles, sponsor names and spellings

The shot list BUILD IT WITH YOUR PHOTOGRAPHER

- [ ] Entrance, signage and check-in
- [ ] Venue wide shots, empty and full
- [ ] Sponsor logos in context
- [ ] Keynote and stage moments
- [ ] Leadership and VIP portraits
- [ ] Detail shots: decor, food, giveaways
- [ ] Candids and laughter at tables
- [ ] Awards, toasts and ribbon cuttings
- [ ] Group photos, scheduled in advance
- [ ] Closing moments and send-off

Pro tip: write down the 10 people or sponsors who must be photographed, with names and a description. It is the single biggest thing that separates a good gallery from a great one.

Week of the event CONFIRM EVERYTHING

- [ ] Photographer arrives 30 minutes before doors, with the on-site contact's cell number
- [ ] VIP and sponsor list with names, titles and where they will be seated
- [ ] Time slots set aside for group photos and short testimonial clips
- [ ] Social team knows the event hashtag and who posts live

During the event CAPTURE FOR LATER

- [ ] Ask for 10 vertical video clips for Reels and Stories, not only photos
- [ ] Record 3 short guest quotes: why they came and what it meant
- [ ] Capture a clean sponsor wall shot before the room fills
- [ ] Post a live teaser while guests are still there

After the event THE PART MOST PEOPLE SKIP

- [ ] Day 0 to 2: post sneak peeks and tag sponsors and speakers
- [ ] Day 3: thank-you post with the best three images
- [ ] Day 7 to 10: full gallery shared with attendees and sponsors
- [ ] Day 10 to 14: recap film, plus a sponsor spotlight for each major supporter
- [ ] Day 21: save the date for next year, using this year's photos
- [ ] Month 1: report the reach, engagement and what to repeat

Ask any event photographer BEFORE YOU HIRE

- [ ] How many edited photos do I get?
- [ ] When do I get sneak peeks, and the full gallery?
- [ ] Do I get usage rights for ads and print?
- [ ] Do you shoot video too, or only photo?
- [ ] What happens if you are sick that day?
- [ ] Who owns the raw files?
- [ ] How many events like mine have you covered?
- [ ] What is the deposit and cancellation policy?

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