

Photography Guidelines – Event Photography

The following photography guidelines and brief are to assist you to capture the best images possible to promote your event.

Your brief should include key moments such as award ceremonies, presentations, speeches etc for use in local news stories and follow up newsletters, website content but these images will not help you promote next year's event. A picture is worth a thousand words so make sure your promotional images tell your potential visitor how great your event is.

Setting aside adequate budget for using a professional photographer will give you the best results. They have the skills and eye to not only capture your event but to do the post production to make your images pop off the page and grab attention. Even if you can't afford a professional photographer this year, developing this type of brief for the local newspaper, photographer and photo-journalist will certainly help you get the best images.

Hiring the photographer

Ensure the photographer has a professional camera and has experience capturing public events. View their website and/or digital folio to see if they can capture what is required. For example, the Woolgoolga Curry Festival would require a photographer who is good at events and food photography.

Provide a brief and mood board specific to the event. (see example attached) Where possible arrange a meeting with the photographer to talk through the brief and the requirements.

The brief must contain all of these elements:

Contact details

Provide details of the person preparing the brief and also the contact details for the person on the ground at the event that the photographer will be liaising with.

Key Deadlines

These include the dates and times that the photographer will be required to shoot the event, key highlights in the event eg main act, competition starting times etc) and the deadline for the images to be submitted or supplied.

Budget Breakdown

The quote needs to include any reconnaissance (if required), shooting days, post production and outputs

Requirements

A description of the types of images needed. This should include the following points:

- Capture scenes that are unique and relevant to the event (ie Woolgoolga Curry Festival should capture ethnic colourful food, traditional costumes and dances etc),
- Capture a sense of place (ie Sculptures in the Vineyard should show the sculptures set among the vineyard),
- Images are intended to entice the viewer to the event so they need to show people engaged in the event or activities etc .
- Capture generic details – these can be used with event images to provide further depth and dimension to the event.
- The broader views and landscapes can date from year to year – try to capture viewpoints that don't include signage or year information if possible,
- Shoot a variety of viewpoints and scenarios. These should be shot in both portrait and landscape format for greater flexibility when used in print and online communications,
- Provide information on how the images will be used. Ideally the images will be used by government, media and tourism trade in all promotional activity including online, print, editorial and advertising.
- The images need to have no restriction on their use (unencumbered) and for use in perpetuity (unlimited period of time).



Tone - Capture the mood, colour and atmosphere, make it exciting.

Project background - Provide any further details and background of the event not covered under key deadlines including maps, schedules etc

Outputs - Images need to be provided at A3 at 300dpi or greater for greater flexibility of use. Images need to be supplied in jpeg or tif format with any relevant metadata attached to image (describes any information relevant to the image including location, event, copyright information). Colour space should be Adobe 1998 or greater.

Mood board – Provide sample images of the types of imagery you want to capture for the photographer to get an understanding of the type of images you want.

Sample Brief

Date Brief Issued

Project Name

Contact Details

Key Deadlines

Shooting of Crave Sydney on key dates from the 10th of October until the 25th of October
Outputs progressively from 11th of October with final delivery of 31st of October 2009

Budget Breakdown

Please provide a quote to include –

- Reconnaissance (please itemise)
 - Production – shooting
 - Post Production
 - Outputs
 - Usage worldwide for all tourism promotional activity by all tourism trade, government and media for either 5 years or in perpetuity
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Requirements

Stills from the required Crave Sydney events that will showcase Crave Sydney as a celebration of Sydney's unforgettable lifestyle of food, art comedy and outdoor fun; and position Sydney as a leading events and lifestyle destination.

- Capture scenes that are unique and relevant to the event
 - Capture a sense of place
 - These images are intended to entice the viewer to the event so the images need to be taken from the consumer's perspective. Show people engaging in the event
 - Capture generic details that can be used for future events.
 - The broader views and landscapes can date from year to year – try to capture viewpoints that don't include signage or year information if possible
 - Shoot a variety of viewpoints and scenarios in both portrait and landscape format for greater flexibility of use.
 - Images will be used by government, media and tourism trade in all promotional activity including online and print, editorial and advertising.
 - Where possible ensure spectators are contained to prevent a messy overall look to the image.
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Background

Sunday 25th of October BREAKFAST ON THE BRIDGE

Description:

The spotlight will be on Sydney as it's most famous landmark is transformed into the world's most spectacular picnic venue. Get ready to pack your rug and picnic basket as the bridge deck is laid with over 10,000 square metres of turf for picnickers to enjoy on a spring Sunday morning.

Brief schedule:

0300 commencement of laying out grass.

All media to meet at Observatory Hill at 0515. Bus will then transport all deck crew to the Milsons Point end of the bridge. Need to be in position on bridge by 0545

Bridge opens to public at 0600, though official starting time isn't until 0630.

Fete will be set up at entrance (Milsons Point end) to disseminate NSW produce to participants as they enter. Celebrity chefs may be taking part in this. They will then be ushered to the furthest available place for seating.

Event finishes at 0830

There are two types of photography required – aerial and on the ground

Capture the uniqueness and enormity of the event on a Sydney icon. Sense of place from the ground and air with city views and Opera House in background. On the deck show the excitement of the event ensuring to capture the fete, celebrities, and views of large crowds from the scissor lifts.

Tone

Energetic, dynamic and colorful, exciting

Outputs

- Images to be supplied in two sizes - small email jpeg files and high resolution tiff 300dpi files to be at minimum approximately A3 size (ie longest edge around 40cm).
 - Metadata to be supplied with each image including location and description.
 - Colour space to be Adobe RGB 1998 or greater.
 - Talent releases to be provided where necessary.
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Mood Board













