

Event photography brief

Fill in one per event and send it to your photography crew with the run sheet. Ten specific must-haves beat fifty generic ones.

EVENT / ORGANISATION

DATE & VENUE

ON-SITE CONTACT & MOBILE

DELIVERY DEADLINE (GALLERY / SAME-DAY SELECTS)

STANDARD COVERAGE — TICK WHAT APPLIES

☐	GOH / VIP arrival & welcome — protocol handshakes, holding room if access granted	☐	Launch moment — ribbon / gong / reveal, two angles
☐	Stage coverage — every speaker, panel wides, audience reactions	☐	Awards & presentations — handshake-and-camera beat, every recipient
☐	Group photos — staged teams / tables, full-hall wide	☐	Sponsors & branding — every booth and logo placement
☐	Cultural moments — lo-hei, lion dance, performances, yam seng	☐	Candids & networking — roughly one-third of coverage

YOUR 10 MUST-HAVE SHOTS (RANKED)

#	MOMENT / PEOPLE INVOLVED	WHEN (RUN-SHEET TIME)
1		
2		
3		
4		
5		
6		
7		
8		
9		
10		

VIPS WHO MUST BE PHOTOGRAPHED (ATTACH REFERENCE PHOTOS)

NAME & TITLE	REFERENCE PHOTO ATTACHED?	NOTES (E.G. AVOID / FEATURE)