

CPRM'S SAMPLE SHOT LIST

A shot list is just what it sounds like: a list of the must-have pictures from your event. A shot list is the most important document you can give an event photographer!

Use this as a jumping-off point to create your own shot list for your next event. Start by thinking about how your organization is going to use the photos. Will you put them out on social media or use them in an event recap on your website? Will they wind up in a flier, on a billboard or in your annual report?

Must-photograph people and moments

- Keynote speaker
 - Wide shot showing speaker and audience during keynote
 - Close-ups of speaker during keynote
 - Candid shots during the rest of the event
- Panelists
 - Wide shot showing all panelists and moderator during the panel
 - Close-ups of each panelist during the panel
 - A shot that captures both the audience and the panelists
 - Candid shots of the panelists interacting with attendees after the panel
- Grant/award winners
 - Candid photos during award ceremony
 - Posed photos on stage with winner holding the award and smiling at the camera
 - Close-ups of the awards
- Other VIPs – e.g. event sponsor's CEO, a local politician
 - Posed picture of each of VIP with our executive director in front of our stand and repeat
 - Candid shots of VIPs interacting with other attendees

Shots of attendees and event team

- Wide shots showing the crowd – take some pictures from the balcony overlooking the main floor if possible
 - Posed photo of event team (if you arrive early, get them before the event starts)
 - Medium and close-up shots of:
 - Networking – handshake photos if you see them happening!
 - Attendees at vendor booths
 - Posed and candid options
 - Audience reactions during keynote and panel
 - Candid shots of event team interacting with attendees
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The venue and event setup

- Wide shot of venue exterior
 - Line of people waiting to enter event
 - Exterior event signage
 - Wide shots of interior – main floor, vendor area
 - Interior event signage
 - Close-ups of catering – before it all gets eaten
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Host and sponsors' brands

- The sponsor's vendor booth with the rep interacting with an attendee
- Close-ups of company branded swag and collateral