**PHOTO BRIEF for Events/Launches**

**Law Society of Ireland**

**Event name:**

**Contact(s):**

**Key Details (time, attendees, purpose):**

**Shot List Overview**

* Preference for **candid** shots
* Minimise ‘shooting gallery’ photos – only take posed group line-ups as exception rather than the rule.
* Gender balance – not all men or all women! (where possible)
* Balance of age groups and diversity where possible
* Minimal shots with alcohol and compromising or unflattering shots
* Both landscape and portrait for flexibility on digital channels
* Inside and out for larger events
* Different angles, for example, from behind audience of speaker and attendees as well as from front of the audience, narrow speaker focus and wide-angle shots. Take generic shots of the environment and any event banners/logos – can be useful.
* Minimise external building shots so it’s not a default for stories or promotions – unless specifically relevant.
* Where appropriate, get and send some quick photos using mobile phone as well.

**Key people, for example, the president, director general, directors, special guests, and keynote speakers**

* Minimise photos of other staff unless directly related to the event (for example, speaker)

**Schedule for event if relevant**

* *<details here>*

**Deadline for Photos**

* Up to 6 images to be sent to contact **immediately post-event** for use on news/social media
* Other images as soon as possible thereafter via link to website, sent via email to event contact(s).
* If possible, take some of your own photos to share with the digital team on your phone.

**Examples: These are guidelines to raise awareness of presenting a more modern, gender-balanced, less formal and less ‘stuffy’ profession and Law Society – where reasonable!**

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| **Do: Take more candid / ‘action-type’ photos** | **Minimise: Line-up photos (if possible)** |
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| **Do: Consider diversity and inclusion -gender, age, background** | **Minimise: One demographic– seek balance where possible** |
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| **Do: Capture more candid shots of event attendees** | **Minimise: Alcohol, and avoid children** |
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| **Do: Capture Law Society reps in variety of settings with focus on DG, Directors and President** | **Minimise: Photos of other Law Society staff for a shoot (unless relevant eg speaker at event)** |
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| **Do: Capture different angles/creative shots** | **Minimise: building only shots – (unless relevant or requested)** |
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