

Photos help tell your story.

CONTEXT



DETAILS



EMOTION



ACTION

For Events: Designate someone from your team to snap a few photos. Don't be afraid to zoom in!

Make an Event Coverage Checklist

- Details (signs, posters, pamphlets, decorations)
- People!!!
 - Happy attendees
 - VIPs and Special Guests
 - Speakers and Panelists
 - Award Winners
 - Audience
- Networking and “Happy Hour” photos of people mingling, enjoying the event





Stock: Generic photos for multipurpose use.

Stock Coverage Checklist

- Locations (Photos of inside and outside your office)
- Photos of City leaders at your events
- Photos of the services your office provides
- Photos of your team engaging in an activity or smiling at the camera

Photo Tips

- [Smartphone Photography 101](#)
- [Framing Techniques for Phone cameras](#)
- [How to take Better Smartphone Photos at Events](#)
- [Business Event Photography- on your Smartphone!](#)

Video Optimization

- Switch to 4K Resolution (iPhone 14 and up)
- Switch to 24 fps
- Enable “HDR video”
- Disable “View Outside Frame”
- Enable Stabilization

Photo [Optimization](#)

- Settings --> Formats --> Photo Mode
 - Switch the main camera resolution 48 MP (iPhone 15 and up)
 - Turn on ProRAW & Resolution Control
- Disable “View Outside Frame”
- Enable “Prioritize Faster Shooting”

