

A short photography guide for events

This guide can be applied for Aalto University events, both internal and external. This guide is meant for photographers who are hired to photograph Aalto events, as well as for organizers who need visual materials for upcoming report and media presence. You are welcome to use it as it is or customize to your liking.

General terms:

- Photos should be 'tweetable' and contain a clear message, i.e. 'engaged audience', 'speaker's portrait in action', 'social gathering', 'interaction', etc.
- Many of the Aalto venues have difficult lighting for the event photography. Please make sure you are prepared for it and bring your own gear.
- Ask the event organizer beforehand if they want or expect photos that go beyond these guidelines.
- Please familiarize yourself with Aalto University recommendations regarding the quality and style of the photography content: <https://www.aalto.fi/en/visual-library#/visual-elements/photography>.
- After the photoshoot, the photographer might consider:
 - Pre-select photos from the shoot based on the 'Favored and optional deliverables' lists below (or as indicated by the event organizer) and share them with the organizer to confirm the selection.
 - Edit (WB, colors, cropping) selected photos and share them with the organizer.

Favored deliverables:

- **1-4 photos of each speaker.** Ideally, a full-body photo (showing a presentation slide with the speaker) and a couple of portrait shots (upper body portraits). Many speakers prefer to have a photo of themselves that includes one of their slides.
- **Photos of crowd/audience.** People who are engaged, listening, and not working on their laptops or phones
- **1-3 photos that emphasize the organizer(s).** Photos can contain, for example, the organizer's roll-up poster or a presentation slide or poster with the organizer's or host institution's logo.
- **1-4 photos of the leadership present and the key players.** Ask the organizer who you need to photograph in this category, find photos of these people in advance to recognize them. At the event, ask the organizer to show you the right person(s) if you're unsure.
- **2-5 photos of social interaction if possible.** Photograph the networking time, if it is scheduled. The emphasis can be on people talking in small or bigger groups and enjoying each other's company.
- **A few photos that show the atmosphere of the event.**

Situational and optional deliverables:

- Event details: catering, venue interior, and the people in it.
- If there is a Q&A session, photograph people who are asking questions and interacting with the speaker.
- Teamwork: photograph people working together if it is part of the event.
- People making notes.
- Take both formal (posed) and informal (candid) photos.
- During tours or team-work, photograph the groups both in formal and informal ways.

