

Project overview

Organisation

Event name

Date(s) & times

Venue(s) & address(es)

Primary contact (mobile)

Accounts (PO/ABN/email)

Purpose & usage

- | | |
|---|---|
| ☐ PR / media coverage | ☐ Sponsor/partner evidence |
| ☐ Website / landing page | ☐ Internal comms / EDM |
| ☐ LinkedIn reach | ☐ Annual report / board pack |

Specific success metrics

Audiences & narrative

- | | |
|------------------------------------|------------------------------------|
| ☐ Media | ☐ Employees |
| ☐ Customers | ☐ Investors |
| ☐ Partners | ☐ Community |

Story pillars (2–3)

Deliverables & turnaround

☐ Same-day highlights	Qty	By
☐ Next-day image library	Est. qty	

Delivery method

Licensing & usage

☐ Organisation ☐ Partners ☐ Media

Exclusions/limitations

Recipient for delivery

People & VIPs

Must-photograph VIPs (name + title)

No-photo list / sensitivities

Required groupings

Shot priorities (top 5)

Sponsors & brand

Sponsors/partners to feature

Contracted sponsor deliverables

Brand guidelines (URL)

Do / Don't notes

Logistics & access

Run sheet (URL)

Room map / AV plan

AV contact

Lighting notes

Access / passes / parking

Approvals before release

Embargo (time/zone/channels)

File, metadata & SEO

File naming

- | | |
|--|---|
| ☐ Embed IPTC (names/titles/locations) | ☐ ALT-text guidance |
| ☐ JPEG | ☐ WebP ☐ Image sitemap update |