Event photo delivery checklist: before, on the day and after

Short answer: most delivery failures are decided before the event — no signal plan, an untested folder link, a flat phone or two cameras with the same file names. Work through the before list a day or two ahead, run one test shot to every destination when you arrive, and don't format a card until every photo is in two places and the client has confirmed they can open the gallery.

How to use it

1. Print it or keep it open on your phone, and tick items off as you go.
2. Do the Before section a day or two ahead — some items (gallery links, permissions, a spare cable) can't be fixed on the day.
3. Run the On the day section on arrival and again after any break or room change.
4. Finish the After section before you invoice: it's your proof that everything was delivered.

Before the event

The brief, destinations and kit — sort these a day or two ahead.

- [ ] Brief agreed: who receives photos, what, and by when
  Social team during the event, PR the same day, full gallery by [date].
- [ ] Must-have shots and people listed, with names and photos of VIPs
- [ ] Destinations created and shared: client gallery, shared folder, Slack channel
  Open each link from a device that isn't yours to check access.
- [ ] File size agreed per recipient
  Small JPEGs for social, full-size JPEGs for the gallery, RAW for your archive.
- [ ] File naming agreed
  e.g. [EventName]_[Date]_[Photographer]_0001. Give each camera its own file prefix.
- [ ] Camera clocks synced across every body and photographer
- [ ] Copyright and artist name set in each camera
- [ ] Venue signal checked, or venue Wi-Fi details requested
  Ask which rooms are dead spots — basements and big halls often are.
- [ ] Mobile data allowance checked for a full day of uploads
- [ ] Camera batteries charged, plus spares
- [ ] Power bank (USB-PD) charged for the phone, and a charger for breaks
- [ ] Data cable tested with this phone, plus a spare
  Charge-only cables look identical — test before you pack.
- [ ] Cards formatted in the camera; second card slot set to backup if you have one
- [ ] Phone mount or pocket plan for keeping the phone with the camera

On the day

Check the chain end to end before the first important moment.

- [ ] Arrive early and check signal in every room you'll shoot in
- [ ] Connect each camera and take a test shot
- [ ] Test shot arrived in every destination, at the right size and name
- [ ] Client contact has the gallery or folder link and can open it
- [ ] Second shooter connected, test shot checked, distinct file names
- [ ] Phone kept awake and the delivery app open while shooting
- [ ] Priority shots sent first (speakers, awards, VIPs)
  See the shot list template for delivery priorities.
- [ ] Delivery status checked at each break
  Look for anything stuck or waiting for signal.
- [ ] Batteries swapped and the phone topped up at each break
- [ ] If signal drops: keep shooting and let photos catch up when it returns

After the event

Close the loop before you clear anything.

- [ ] Every photo delivered: delivery status shows nothing pending or failed
- [ ] Shot count on the camera matches the shoot
- [ ] Cards backed up to a second place before formatting
  Two copies minimum, one off-site — a cloud destination counts.
- [ ] Full gallery or edit delivered by the agreed deadline
- [ ] Client handover email sent with links, deadlines and usage terms
- [ ] Editor or agency handover sent, if someone else is editing
- [ ] Client confirmed they can open and download the files
- [ ] Archive folder named and stored
  e.g. `[YYYY-MM-DD]_[Client]_[Event]`.
- [ ] Invoice sent; feedback or a review requested

Things that go wrong (and the fix)

- Two photographers, same file names: one overwrites the other in a shared folder. Give each camera its own prefix or each photographer a subfolder.
- The gallery link only works for you: open every link signed out or on another device before the event.
- Dead spot in the main hall: shots queue and send when signal returns, but tell the social team when to expect them.
- Phone dies mid-afternoon: a delivery phone works hard all day. Carry a power bank and top up at every break.
- Wrong clock on the second camera: the gallery sorts out of order. Sync clocks before doors open.

Free to use, share and adapt. Online version, plus editable files: cloudtether.app/resources/event-photo-delivery-checklist
Made by CloudTether — tethers your camera to your iPhone, iPad or Android phone over USB or Wi-Fi and delivers every shot to your cloud storage or client gallery as you shoot.