Event and corporate shot list template with delivery priorities

Short answer: list every must-have shot with a delivery priority — P1 to send during the event (social and press), P2 the same day, P3 with the final gallery — and agree it with the client before the day. Then you know which frames to deliver straight away and which can wait, and nobody chases you for the CEO's keynote photo at 6 pm.

How to use it

1. Go through the brief questions with the client first: they decide the names, times and priorities.
2. Delete the shots that don't apply, add names and times, and set a priority for each.
3. Agree the delivery destination for each priority — where P1 photos go is usually different from the final gallery.
4. Share the list with your second shooter and the client contact, and tick shots off as you get them.

Delivery priorities

- P1 — during the event, within minutes: social posts, press, live screens.
- P2 — the same day: client gallery selects, sponsors, internal comms.
- P3 — with the final gallery: everything else, fully edited.

Shot list

Add names and times from the agenda. Fill in the Done column on the day.

Shot	Who / details	When	Priority	Deliver to	Done
Venue exterior with signage	Event branding visible	Before doors	P2	[Client gallery]	
Room set before guests arrive	Stage, seating, branding, sponsor boards	Before doors	P1	[Social team]	
Registration and arrivals	Welcoming staff, name badges, busy foyer	Doors open	P1	[Social team]	
Opening address	[Name], wide with stage and slides, then tight	[Time]	P1	[Social team / PR]	
Keynote speakers	[Names] — tight, mid and wide with the audience, gesturing, with slide or logo	[Times]	P1	[Social team / PR]	
Audience reactions	Laughing, taking notes, raising hands	During sessions	P2	[Client gallery]	
Panel discussion	Wide of the full panel, then each panellist speaking	[Time]	P2	[Client gallery]	
Q&A	Audience member with microphone, speaker answering	[Time]	P3	[Client gallery]	
VIPs and key guests	[Names] meeting guests, posed and candid	[When they arrive]	P1	[PR / client contact]	
Sponsor and exhibitor stands	[Sponsors] — stand with branding and visitors	Breaks	P2	[Sponsors folder]	

Shot	Who / details	When	Priority	Deliver to	Done
Networking and breaks	Small groups talking, coffee, genuine smiles	Breaks	P2	[Client gallery]	
Product or demo	[Product] in use, close-up details, people trying it	[Time]	P2	[Marketing folder]	
Awards: winner on stage	[Category]: moment of handover, then posed with presenter at the backdrop	[Time]	P1	[PR / social team]	
Group photo	[Team or attendees] — plan the spot and a step or ladder	[Time]	P2	[Client gallery]	
Food, drink and details	Catering, table settings, branded items	Lunch / evening	P3	[Client gallery]	
Headshot station	[Names or list], consistent background and lighting	[Time]	P3	[HR / client gallery]	
Evening reception	Atmosphere, entertainment, the dance floor	Evening	P3	[Client gallery]	

Shoot P1 frames early and send them as soon as you have them — the social team's window is during the event, not after it.

Brief questions to ask the client

- [ ] Who must be photographed? Names, roles and a photo of each
- [ ] What's the agenda, and which moments matter most?
- [ ] Who receives photos during the event, and how? (social team, PR, live screens)
- [ ] What are the deadlines for same-day selects and the final gallery?
- [ ] Which sponsors or partners need proof of presence?
- [ ] Is there a no-photo policy — lanyards, stickers or people to avoid?
- [ ] File specs: size, format, colour space, file naming?
- [ ] Usage: internal, social, press, advertising — and for how long?
- [ ] Who is the contact on the day, and their phone number?

Where each priority goes

Priority	Audience	Suggested destination	Size
P1	Social team, PR, live screens	[Slack channel / shared folder]	Small JPEGs (around 1080 px)
P2	Client, sponsors, internal comms	[Client gallery / sponsors folder]	JPEGs (around 2048 px)
P3	Final gallery and archive	[Gallery + your archive]	Full-size edited JPEGs; RAW in your archive

Making priorities work on the day

- Agree the P1 list in advance and keep it short — five to ten shots. If everything is P1, nothing is.
- Ask for the social team's contact and a shared channel, so P1 frames don't wait for an email.
- Shoot the stage and room before doors: once guests arrive, the clean wide is gone.
- On a two-photographer job, split by room or by priority, not by 'whoever's nearest'.

Free to use, share and adapt. Online version, plus editable files: cloudtether.app/resources/event-shot-list-template
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.