



Business photoshoot checklist

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A. Before the photoshoot – briefing the photographer

Who is your target audience?

How and **where** will you use the photography?

Commercial product such as a calendar	Yes/No	Report front covers	Yes/No
International brochure	Yes/No	Business reviews	Yes/No
Billboards	Yes/No	Websites – see article for specific suggestions	Yes/No
Magazines – see article for specific suggestions	Yes/No	Social media – see article for specific suggestions	Yes/No
Advertising	Yes/No	Press releases	Yes/No
Point of Sale	Yes/No	Lifestyle-focused photos of executives for conference brochures	Yes/No

Article available at: <https://www.inkgardener.co.uk/business/lifestyle-business-photoshoot-advice/>

When should the photoshoot be scheduled for?

Are you about to start a major renovation, rebrand or logo redesign? **Yes/No** – if yes, delay until afterwards

Do you want a Christmas, Valentine’s, Easter or Halloween theme? **Yes/No** – pick your timings accordingly

Do you want outdoor shoots of countryside? **Yes/No** – if yes, then leave until May if want a summery feel

Outdoor shoot essential? **Yes/No** – if yes book 2 dates: _____ DD/MM _____ DD/MM

OR The alternative indoor venue is: _____

B. Before the photoshoot – briefing your colleagues

Date of shoot: Day of week _____ DD/MM

Date 2 weeks before - tell colleagues about the photoshoot: _____ DD/MM

Have you asked people to:

1. wear plain colours and avoid overly fussy patterns? **Yes/No**
2. wear underwear which compliments the outfit? **Yes/No**
3. bring three options for their top half? **Yes/No**

Have you a list of extra people you can call on quickly if you need extras or a crowd scene? **Yes/No**

Have you booked time for you to be on the photoshoot to help with logistics? **Yes/No**

Offices: Have you booked a meeting room for people to work in if they're on a deadline? **Yes/No**

Hospitality: Have you booked a member of housekeeping staff for the photoshoot? **Yes/No**

C. The day of the photoshoot – preparing the environment

Offices Have you:

1. Removed other company branding – such as freebie mugs? **Yes/No**
2. Tidied away family photos? **Yes/No**
3. Removed out-of-date branding, such as logos or old calendars, on walls? **Yes/No**
4. Put away client confidential information? **Yes/No**
5. Created a clean and clutter-free background? **Yes/No**

Hospitality Have you:

1. Asked housekeeping to give the rooms/area a little extra TLC? **Yes/No**
2. A member of housekeeping staff on hand during the shoot? **Yes/No**

D. After the photoshoot

Have you booked time or staff to file and label the images – even just into folders? **Yes/No**

Have you prepared an internal communication thanking everyone who helped? **Yes/No**



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