CHECKLIST / BEFORE REQUESTING A QUOTE

Your photo shoot starts before shoot day.

A practical tool for communications, HR and marketing teams. Tick the items you have agreed on and share the details with your photographer. You do not need every answer upfront: open questions help shape the conversation.

01 / Goals and intended uses

- ☐ Define the assignment: portraits, employer-branding / workplace reportage, events, or a combination.
- ☐ List communication channels: website, LinkedIn, recruitment, intranet, press, annual report, advertising.
- ☐ Identify your audiences and the messages the photographs should communicate.
- ☐ Specify formats: portrait, landscape, banner, social media, or room for headlines and copy.
- ☐ Identify who must review and approve the photographs (communications, HR, management, agency).

02 / Logistics and budget

- ☐ Share proposed dates, locations, schedules and participants’ availability.
- ☐ Appoint a decision-maker and an on-site contact.
- ☐ Flag access requirements, safety rules and any permissions needed.
- ☐ Provide a budget range, or request alternative costed production options.
- ☐ Allow time for image selection, retouching, delivery and any revisions.

THE QUESTION THAT CHANGES THE BRIEF

“What should we be able to do with these images in six months, one year and three years?”

SPECIALISM 01 / PORTRAITS

Teams & executives

A consistent set of team headshots and a versatile executive portrait library require different schedules, levels of preparation and production setups.

Employee and team portraits

- [ ] Confirm the number of people, teams, locations and individual time slots.
- [ ] Choose a neutral backdrop, the workplace environment, or a mix of both.
- [ ] Define framing and the consistency of lighting across the series.
- [ ] Plan for absentees and future sessions for new joiners.
- [ ] Specify final images per person and the selection process.

Executive portraits

- [ ] List distinct uses: LinkedIn, press kit, annual report, official statements, interviews and conferences.
- [ ] Plan vertical / horizontal crops and compositions that leave space for headlines.
- [ ] Agree on outfit changes, settings, lighting moods and the time each will require.
- [ ] Consider both an environmental portrait and a more formal, neutral option.
- [ ] Indicate whether leadership-team or paired portraits are needed.

The experience and final look

- [ ] Tell the photographer if some participants feel uncomfortable in front of a camera.
- [ ] Ask whether tethered shooting and on-screen image review are available.
- [ ] Agree on natural retouching standards and any additional editing requests.

HOW TO FRAME YOUR ENQUIRY

“We need a consistent series that can be extended as new colleagues join, plus executive portraits for several editorial uses. How would you organise it?”

SPECIALISM 02 / EMPLOYER BRANDING & CORPORATE REPORTAGE

People, skills & places

The aim is not simply to create attractive pictures: it is to build an authentic, versatile image library that accurately represents the organisation and its work.

People and work situations

- [ ] List the roles, teams, skills, actions and collaboration you want to show.
- [ ] Identify participating employees and subject-matter contacts.
- [ ] Distinguish documentary moments from scenes that may be staged or directed.
- [ ] Find the times when activities are most representative and visually interesting.
- [ ] Plan a variety of images: wide shots, details, interactions and portraits at work.

Offices, architecture and industrial sites

- [ ] List offices, laboratories, workshops, factories, logistics centres and property assets.
- [ ] Identify lighting, occupancy and access constraints, including the best time of day.
- [ ] Arrange permissions, PPE, escorts, site inductions and safety instructions.
- [ ] Check confidential processes, screens, documents and sensitive areas that must not appear.
- [ ] Allow realistic travelling time between locations.

Image library and delivery

- [ ] Define image categories and formats required for each communication channel.
- [ ] Agree on selection, naming, captions, metadata and filing conventions.
- [ ] Clarify usage rights and any permissions relating to people and locations.

HOW TO FRAME YOUR ENQUIRY

“We want to represent our people and skills without clichés and create a useful long-term image library. What shots, access and preparation would you recommend?”

SPECIALISM 03 / EVENTS

Cover the moments that matter. Deliver on time.

Conferences, trade shows, seminars and company events each have different constraints. The essential question is which images are needed — and how quickly.

Event schedule and coverage

- ☐ Share the full programme, floor plans, access times and accreditation requirements.
- ☐ Identify key speakers, guests, moments and essential shots.
- ☐ Flag simultaneous activities to assess how many photographers are needed.
- ☐ Explain stage lighting, movement restrictions, safety and venue constraints.
- ☐ Prioritise deliverables: atmosphere, stage, stands, networking, portraits or behind the scenes.

Choose the right delivery workflow

- ☐ Option A — Standard coverage: select and edit after the event, within the deadline agreed in the quote.
- ☐ Option B — Dedicated on-site editor: edited selections delivered at regular intervals, potentially every 15–30 minutes, depending on the agreed workflow.
- ☐ Option C — Camera connected to an iPad with light AI-assisted editing: a few priority images sent within seconds when technical conditions allow.
- ☐ Agree on publication-ready formats, recipients and the approval process.
- ☐ Check connectivity, file transfer, backup options and the number of priority images required.

HOW TO FRAME YOUR ENQUIRY

“We need [a few immediate photos / regular edited selections / a final gallery]. What people and technology will you use to deliver each?”

FILL-IN SHEET / QUICK BRIEF

Your photography enquiry, on one page

Fill in this page and send it with your enquiry. It will help photographers provide accurate, comparable proposals.

Company / contact / department

Type of assignment and communication goal

Dates, times, locations and number of people or attendees

Intended uses and required image formats

Deliverables: quantity, editing, deadlines and any live delivery

Restrictions, approvals, permissions and indicative budget

Find out more: Corporate portraits · Events · Indicative pricing

Tell us about your project: www.lescorpographes.com/en/contact/