

The Aspen Institute Event Photography Guide

Before Event:

- Meet with the event coordinator to discuss:
 - VIP's in attendance (not on panel) that should be photographed.
 - Placing a "Reserved for Photographer" sign on an outside aisle seat in second row
 - Social media needs and add them to the "Social Media" group email if needed and advise that Communications Department will be posting either way.

Social Media Photo (send within first hour of the event)

- Should be a full panel shot or closeup if only a single speaker (centered if able).
- Color correct as needed.
- Size to 18 in x 12 in at 72ppi and save as a .jpg.
- Email to the Aspen Institute social media group: socialmedia@aspeninstitute.org



General Room Photos:

- Move around: center/back of the room as well as the left and right wings as able.
- Use both short and telephoto lenses for variation.
- Try to avoid focused back of head shots.
- Closeup head shots (or in twos) of each panelists while they are speaking.
- Capture audience during Q&A (best from the wings or reserved spot).
- Capture authors during their book signing (as they sign).

