



Tips on How to Choose Images for Your Submission

- 1. Read the guidelines carefully:** this seems like a no-brainer, but make sure that you are submitting no more than the allowed number of collateral pieces and also, that you are submitting as many pieces as you can. For example, for the Best Entertainment Event award, you can submit an additional multi-media piece, which could be video, but could also be a simple photo slideshow done in Power Point.
- 2. Smallest to biggest:** You will not be able to show a photo of each and every element of the event. However, make sure that you have both detail shots as well as wide angle images. This gives a sense of depth to your visual story.
- 3. Closest to furthest:** Again, to give more visual interest and depth, look for shots that are close-ups and others that are taken from afar. An example could be a close up of a speaker, or a tight shot of the signature cocktail being poured. A far away shot could be a photo from the rafters or, for an outdoor event, from the roof of an adjacent building.
- 4. Before:** Consider adding photos before the guests arrive, such as a wide-angle room shot just before the doors open, or even setup photos or behind the scenes, for example a table full of giveaway bags, or appetizers being assembled in the kitchen. In any case, "Show-Ready" photos, taken minutes before the doors are a must because of their huge wow factor: use these high impact photos as "opening shots" for your submission.
- 5. During:** Photos of the event at its peak in energy, attendance or activity. With the right timing, equipment and visual angle, your photographer will be able to capture the excitement of the party (and leave out the rest), whether or not the dance floor or the conference room were ever full at any given time.