

COMMERCIAL SHOOT PREP

☐ PREPARE YOUR TEAM

- SHARE THE SCHEDULE WITH THE TEAM
- SEND CLEAR CLOTHING GUIDELINES
- LET THE TEAM KNOW WHAT TO EXPECT
- KEEP CALENDARS CLEAR
- REMINDERS: IRON CLOTHING
- BRING A CHANGE(S) OF CLOTHING
- HAIRCUTS A WEEK BEFORE THE SHOOT
- ENCOURAGE A GOOD NIGHT'S SLEEP

☐ CLEAN AND DECLUTTER

- REMOVE LOOSE PAPERS
- CLEAR DESKS OF UNNECESSARY ITEMS
- HIDE TRASH CANS
- REMOVE CORDS AND CHARGERS
- REMOVE PERSONAL ITEMS
- WIPE COMPUTER SCREENS
- DUST ALL VISIBLE SURFACES
- WIPE WINDOWS AND WHITEBOARDS
- VACUUM CARPETS
- REMOVE SEASONAL/HOLIDAY ITEMS

☐ STAGE THE OFFICE

- ADD FRESH PLANTS ON DESKS
- FRESH FLOWERS IN LOBBY
- STRAIGHTEN FURNITURE
- ORGANIZE/STYLE BOOKSHELVES
- DISPLAY BRANDED MATERIALS
- OPEN BLINDS FOR NATURAL LIGHT
- REPLACE BURNED OUT LIGHT BULBS
- ADD SIMPLE ART TO BARE WALLS

☐ GATHER BRANDED ITEMS

- COMPANY NOTEBOOKS
- BUSINESS CARDS
- COFFEE MUGS
- PRODUCTS
- MARKETING MATERIALS
- COMPANY SIGNAGE
- AWARDS
- PACKAGING

- OFFICE AND WORKSPACE PHOTOS
- RECEPTION AREA
- TEAM MEETINGS & COLLABORATION
- “EXTRAS” FOR CANDID SCENES.

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- PATIENT INTERACTION
- REVIEWING DOCUMENTS
- WORKING TOGETHER
- CUSTOMER INTERACTIONS

[illegible][illegible]

☐ FINAL WALKTHROUGH

TAKE A FEW MINUTES BEFORE YOUR SHOOT AND WALK THROUGH EVERY ROOM. ASK YOURSELF:

- IS THERE ANYTHING DISTRACTING?
- DOES THIS SPACE REPRESENT OUR BUSINESS WELL?
- IS ANYTHING CONFIDENTIAL VISIBLE?
- WOULD I WANT THIS ROOM ON MY WEBSITE?

RELAX, IT WILL BE FUN!

YOU DON'T NEED A PERFECT OFFICE! WHEN I ARRIVE, WE WILL GO THROUGH THE SPACE AND ADDRESS ANY ISSUES THAT MAY ARISE.

PROFESSIONAL LIGHTING, THOUGHTFUL COMPOSITION, AND A LITTLE PREPARATION GO A LONG WAY. MY JOB IS TO MAKE YOUR BUSINESS LOOK ITS ABSOLUTE BEST WHILE KEEPING THE EXPERIENCE EASY AND ENJOYABLE FOR EVERYONE INVOLVED.

QUICK NOTES

SEASON MOORE PHOTOGRAPHY

PROFESSIONAL HEADSHOTS • BRANDING • COMMERCIAL PHOTOGRAPHY
SERVING RALEIGH, DURHAM, CARY, APEX, CHAPEL HILL, RTP & THE TRIANGLE

