



# ATN Event Photo Guide

Thanks for being a part of #TeamATN! We hope you have a GREAT event! We love seeing and sharing event photos. Please get some great shots for us and send them to your Account Manager after **each** activation (within 24 hours please).

- **Here's what we are looking for:**

- • Quality over quantity, but take at least 5 photos for each event day. The more you take, the better chance you have of getting great shots!
- • Get at least 2 group shots of ATN's staff. Make sure everyone is dressed in the appropriate uniform and please make sure everyone is SMILING!
- • Photos of ATN staff interacting with consumers are also great. Just make sure they are in-action, close-up photo, and forward-facing – don't take photos of anyone's back.

- **Photos must include these two things:**

- • Staff members in complete uniform, appropriately dressed, and smiling.
- • Make sure that brand images with brand logo are included. This could include the actual product, event footprint, promotional materials or signage. If you're activating at a big event or venue, photos of the team in front of event/or venue signage is also great.

## Event Photo Do's

- Get close to people
- The person or the entire group should fill the frame.
- Include enough of the surrounding area to establish the location if possible.
- When taking photos of consumer interactions, ensure that the "target audience" is included.

## Event Photo Don'ts:

- Be aware of shadows. If the sun is behind you, the subject will be dark and everything around it will be light.
- Don't send in blurry photos or bad quality photos (photos of people from behind, too far away, etc.).

## Get Social:

- Tag ATN on Instagram, Facebook, and Twitter
- Use #TeamATN