



## SHOOT BRIEF

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# Creative Brief: Business Seminar

Keyword Code: **BUSCONJAN2019**

Business shoots can cover a wide variety of themes, from telecommuting to small business to a corporate boardroom meeting. Based on search results in the Pond5 marketplace, the business seminar is a popular theme in this category that's also in need of a modern reboot.

### **Shot List Thought-Starters:**

- Business speaker behind podium speaking to audience
- Business speaker behind podium using projection screen to illustrate a concept
- Focus on attentive audience
- Audience members raising hands
- Speaker picking an audience member for a question
- Individual and group portraits
- Audience members texting and writing notes
- Audience members picking up access badges
- Audience members networking at venue

**Suggested Keywords:** Education, Communication, Strategy, Inspiration, Development, Entrepreneur

**Typical Users:** Tech Services, Communications Industry, Credit Card Companies, Financial and Insurance Institutions

# Business Seminar

## Pro-Tip:

Capturing a variety of angles and perspectives from both the speaker and audience positions are key to a successful shoot. A candid or editorial-style camera approach could work as an added perspective to that of a participant.

**Casting Considerations:** Age, gender, and race diversity. Authenticity and diversity will play an important role in the success of your shoot.

## Before You Shoot:

- Please check what content already exists in the Pond5 marketplace
- Think about a visual approach that will result in new and fresh footage

## Submission Checklist:

- Remember to tag your clips with the keyword code: **BUSCONJAN2019**
- Have all [property](#) and [model releases](#) filled out and submitted
- No logos or brands may be visible in any of the clips
- Don't forget to add any applicable conceptual keywords

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