



SHOOT BRIEF

Creative Brief: Press Conference

Keyword Code: **PRESCONJAN19**

Visuals of a press conference can be peppered with quite a few strong concepts that work outside of the literal representation of the event. These images can be used to promote a variety of different messages, which can potentially expose this specific work to more clients and more sales.

Shot List Thought-Starters:

- Actor speaking seated behind desk or standing with a variety microphones arranged on desk or podium
- Actor speaking outdoors responding to a question behind reporters' microphones, recorders, and mobile phones
- Reporter raising hand and asking a question
- Actor pointing to reporter with raised hand
- Actor deciding who to choose for a question among a few raised hands
- Actor getting advice whispered in ear from assistant before answering reporter's question
- Photographers taking photos at press conference (with and without flashes from cameras)
- Portraits – individual
- Close-up of microphones

Suggested Keywords: Technology, Media, Journalism, Press Conference, Communication, Information, Interview, Persuasion, Announcement

Typical Users: Political Campaigns, Communications Industry, Credit Card Companies, Financial and Insurance

Press Conference

Institutions, Public Service Announcements, Documentary Films, Fiction and Nonfiction Episodic Television, Entertainment Industry

Pro-Tip:

Casting and revolving talent that represents a politician, a celebrity, an athlete, and so on can stretch your shoot to hit a variety of important targets, including those related to entertainment.

Casting Considerations: Gender, age, 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:

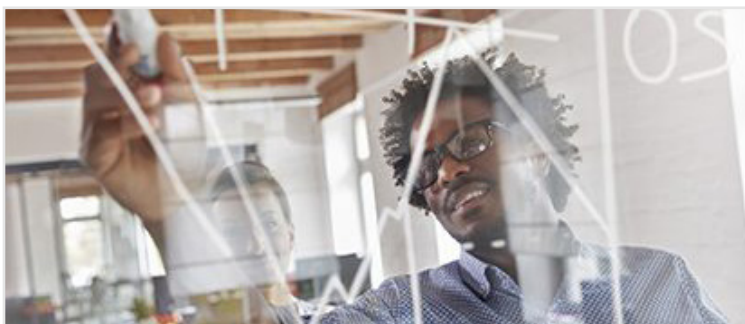
- Remember to tag your clips with the keyword code: **PRESCONJAN19**
 - Have all **property** and **model releases** filled out and submitted
 - No logos or brands may be visible in any of the clips
 - Don't forget to add any applicable conceptual keywords
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