MODULE 8: CONTENT: PHOTO, VIDEO AND WRITING

Your photo plan and permissions

Lesson: Event photos that market you, and who owns them · about 15 minutes

Plan the images that sell your service and make sure you can use them.

Your business (name, service, main city):

1. Write a shot list of six to ten photos that would market your service, in the order they happen on an event day.

2. List the event photos you currently use in marketing. For each, note who took it, when, and what written permission you hold.

3. Adapt the permission request template for a photographer you worked with recently.

4. Draft or review the marketing-use clause in your client contract, including how clients can opt out.

5. **Compare the cost per usable image of licensing versus commissioning for your business over one season.**

Check: can you now

- Write a shot list of the photos that market your specific service
- Explain who owns copyright in an event photo in Canada and what a written licence must cover
- Request, record and respect permissions from photographers and the people in the photos

One change you will make this week