

## PHOTOGRAPHY BRIEFING

Professional photos serve as more than mere documentation; they become invaluable assets for marketing and communication purposes long after the event has concluded. Therefore, it is imperative that the photographer is well-informed about the key shots necessary to capture the essence of the event.

Please note, the photographer must ensure that Falling Walls Lab branding is seamlessly integrated into the scene. All photos must be licence-free, and watermarks, text, labels, etc., are not permitted.

The following examples of required images exemplify the visual narrative each Lab should aim to achieve.

### REQUIRED IMAGES:



**01** VENUE



**02** ATMOSPHERE (E.G. STAGE, BRANDED MATERIALS)

# FALLING WALLS LAB



03 CLOSE-UP OF PERSON GIVING REMARKS



04 CLOSE-UPS OF EACH PRESENTER



# FALLING WALLS LAB



05 AUDIENCE



06 PEOPLE INTERACTING WITH EACH OTHER

# FALLING WALLS LAB



07 JURY



08 AWARDS CEREMONY



# FALLING WALLS LAB



09 WINNERS



10 GROUP PHOTO

## VIDEOGRAPHY BRIEFING

A video is an excellent way to spread the word about your Falling Walls Lab. It allows a much larger audience to take notice of your event and leads to a long-lasting marketing effect for your Lab. The following instructions should give you a good overview of what to look out for.

### 1) STAGE SETUP

Let the participants speak either below or next to the presentation. The participant, the screen, and Falling Walls Lab branding have to be visible in the videos.

### 2) LIGHTING

Ensure good lighting and avoid glare or shadows on the presenter's face. Ideally, a spotlight will be placed on the presenter. If your lights are stationary, make sure the presenter is positioned in the right spot.

### 3) AUDIO

Ideally, your presenters will use a headset or lavalier microphone for their presentation. This gives them more freedom to gesticulate and bring their ideas across enthusiastically.

### 4) CAMERAS

Use at least two high-quality cameras to capture the talks. One camera will capture the presenter's movements, the audience, and close-up shots. The second camera should be positioned in one spot and capture the entire stage including the presenter and presentation.

### 5) EDITING

Start your video with a shot of your custom Falling Walls Lab logo. Make sure to cut to the slides that a presenter refers to during their talk and end your video with a shot displaying all partner logos as seen on your partner sheet.

### 6) HIGHLIGHTS

A well-produced highlights video is a key marketing tool for your Lab. In many cases, a highlights video is the main impression the public gets of an event. Focus on compelling moments and ensure a cohesive narrative that highlights the key aspects of the event. Make sure to include scenes of the presenters, the jury, the audience, interactions, and the location. You can watch the global finale highlights video for inspiration here: [falling-walls.com/lab/about/](https://falling-walls.com/lab/about/)

### 7) ACCESSIBILITY CONSIDERATIONS

Consider providing closed captions or subtitles for viewers who are deaf or hard of hearing, as well as audio descriptions for viewers with visual impairments.