



Events Photography Guidelines



DESTINATION STYLE

Our destination brand is Cairns & Great Barrier Reef. The platform for this brand is built around a promise “where every visitor leaves as a custodian of the region and its stories”.

Based on this, our brand pillars are:

See Great
Feel Great
Leave Greater

Images are an integral part of telling the “Leave Greater” story. Our imagery should convey the transformative effect our place has on our guests. To do this, imagery selections should:

- Be authentic
- Represent a moment
- Show experiences set against nature
- Be emotive
- Be genuine
- Focus on people inside the destination
- Avoid oversaturated or overly staged creative
- Be relevant to the season



TIPS FOR SHOWCASING THE DESTINATION

**BE INSPIRATIONAL
NOT CHEESY**



Use wide shots
of the landscape

**BE INTERESTING
NOT EXPECTED**



Show how your event
uses the destination

**BE CURIOUS
NOT CONTRIVED**



Embody a holiday vibe

**CAPTURE
MOMENTS**



Make viewers want
to be there



EVENT IMAGERY STYLE

We follow the lead from Tourism & Events Queensland for event photography guidelines. They advise:

Photography should make us feel like we're at the event: in the crowd, in the front row of the show, wandering through the exhibit, or feasting from the table.

REAL

You should feel as though you could be in, or could have taken the photo yourself. Relatable and accessible, not posed and unnatural.

OPTIMISTIC

Confident, honest and assured.

ENCHANTING

Despite jaw-dropping beauty we don't take ourselves too seriously. Photos should show pops of colour, and give a sense of place to the landscape our events are held in.

DYNAMIC

Capture the candid moment, the movement and the action, not the posed.

TIPS FOR CAPTURING THE EVENT

BE INVITING NOT EXCLUSIVE



Ensure there are people in the shot

BE INTERESTING NOT EXPECTED



Ensure the event can be recognised in the images ie. event branding in the background

BE PRESENT NOT STAGED



Capture movement and action

CAPTURE MOMENTS



Capture interaction and emotion

SPORTS EVENTS

SHOOT LIST

Event entrance and signage

Start line / Finish line

POV crowd
watching/cheering/animated

Action of participants

Participants with destination in the
background

Celebrations and interactions of
participants, support crew and
spectators

Show scale of the event – crowds,
infrastructure, aerials of pivotal
moments

Participant POV

Atmosphere and vibe of event



ARTS & CULTURAL EVENTS

SHOOT LIST

Event entrance and signage

Main stage or action area

POV crowd
watching/cheering/animated

Action of performers

Performers with destination in the
background

Celebrations and interactions of
performers, crew and audience

Show scale of the event – audience,
infrastructure, aerials of pivotal
moments

Performer POV

Atmosphere and vibe of event

