



Tell the Story: Photo Shot List

A picture is worth a thousand words, which is why we are asking for a few photos from your event. Use this list to tell the story of the event and to have the shots you'll need for reimbursement.

All of the bullets are suggestions, so even if you pull one from each category (Shopping, Prepping, Cooking, and Tasting) it will tell the story of your event.

You can print out the list and use it yourself, or share it with a staff member or designated photographer. In addition, this list can also be adapted for capturing short videos for social media stories and reels.



Shopping

- behind the scenes set up of the cooking demo booth and the market
- clean set up of booth (make sure signage is visible) with posed chef/cooking demonstrator (we'll use the word "chef" for whoever is conducting the cooking demo)
- active shots of the chef walking to the vendors (choose multiple angles such as from behind, in front, behind, from above)
- selecting produce/foods, putting them in a basket or bag
- posed photo at the end of chef and ingredients (have them hold their favorite piece of produce, special ingredient for a personalized touch)
- close up of ingredients
- wide scenes of your market as it opens (zoom out, feature landmarks around your park, the information booth, customers arriving)

Prepping

- Washing and cutting produce
- Drying produce and displaying on table (waist-up shot of the chef, close-ups of hands and ingredients)
- Turning on burners and other equipment

Cooking

- Cooking process (Think active: wide shots of chef and customers and close shots of stirring, flipping, talking to customers, etc.)
- Close-ups (adding herbs, bubbling, etc.)

Tasting

- Take a picture of the completed dish
- Close-up of samples
- Chef serving samples to customers
- Customer reactions after tasting
- Group shot of chefs and customers (if you have happy and engaged crowd)

