

PLANNER FIELD GUIDE



Managing Large Events with Photo + Video Teams

A production-ready checklist for coordinated coverage, same-day photo selects, rapid video review, facial-recognition galleries, and a cleaner path from capture to campaign.

Fast turnaround is a workflow decision made before the event.

1 Define the deliverables first

Work backward from each publishing deadline. “Fast” is not a specification; a quantity, format, destination, and approval time are.

- ☐ **Build a deliverables matrix** — List every asset: same-day photo selects, press images, attendee galleries, highlight reels, interviews, session recordings, vertical clips, and final archive.
WHY Each deliverable requires different coverage, editing, export, and approval resources.
- ☐ **Set exact deadlines and quantities** — Example: 15 edited photos by 12:30 p.m.; 40 by end of day; 30-second vertical recap by 9:00 a.m. next day.
WHY Specific checkpoints let the crew schedule card pulls, edits, exports, and uploads without interrupting coverage.
- ☐ **Confirm formats and channels** — Document aspect ratios, resolutions, captions, audio requirements, file types, naming conventions, and where each asset will be published.
WHY Reformatting after delivery creates avoidable delay and duplicate exports.
- ☐ **Separate rapid selects from the full edit** — Prioritize a small, campaign-ready set during the event; schedule the comprehensive gallery and finished videos separately.
WHY A focused first wave reaches communications teams quickly without lowering the quality of the full collection.

- ☐ **Lock brand and legal inputs** — Provide logos, lower thirds, fonts, color references, sponsor rules, releases, music direction, and usage restrictions at least five business days before load-in.
WHY Late assets force editors to pause, rebuild graphics, or re-export.

2 Design coverage as one coordinated team

Large-event coverage works best with clear ownership. Avoid sending every shooter everywhere.

- ☐ **Appoint one photo/video producer** — Give the crew a single operational lead who can reassign coverage, coordinate with show calling, and resolve conflicts.
WHY Central decisions prevent gaps, duplicated effort, and competing directions from multiple stakeholders.
- ☐ **Create zone and role assignments** — Map owners for keynote, breakouts, expo, sponsors, VIPs, interviews, activations, social selects, and behind-the-scenes coverage.
WHY Dedicated lanes increase subject variety while preserving accountability.
- ☐ **Share the master run of show** — Include room names, access times, rehearsals, speaker/VIP movements, sponsor obligations, transportation, and hard stops. Flag changes in one live channel.
WHY Crews lose time when they chase outdated schedules or cannot access the next location.
- ☐ **Prioritize must-have moments** — Rank moments A/B/C and identify the exact people, branding, audience reactions, environmental views, and production details required.
WHY Priority tiers help the producer protect essential coverage when schedules overlap.
- ☐ **Schedule handoffs and breaks** — Build card/media transfers and meal breaks into the staffing plan; stagger them so coverage remains continuous.
WHY Same-day editing cannot begin until media reaches the editor, and rushed teams make avoidable mistakes.
- ☐ **Brief everyone together** — Hold a 15-minute onsite huddle with planner, producer, photographers, videographers, editor, AV, stage manager, and social lead.
WHY Shared timing, terminology, and escalation paths reduce day-of friction.

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Build the onsite turnaround station

For high-volume conferences, treat ingest and delivery as a staffed production department—not an extra task for active shooters.

- ☐ **Book a dedicated digital producer/editor** — Provide an onsite editor for ingest, culling, color correction, metadata, exports, gallery uploads, slideshows, and requests from communications teams.

WHY The references show onsite digital staff organizing thousands of assets while shooters stay focused on coverage.

- ☐ **Reserve a secure workspace** — Use a quiet, access-controlled room near the action with tables, chairs, reliable power, cooling, and enough outlets for computers, drives, and chargers.

WHY Stable working conditions improve speed, concentration, equipment security, and data integrity.

- ☐ **Provide hard-wired internet** — Arrange a dedicated Ethernet connection and test sustained upload speed at the actual editing location; keep bonded cellular or hotspot backup available.

WHY Venue guest Wi-Fi is often congested precisely when the team must upload large files.

- ☐ **Use a redundant media plan** — Agree on card rotation, verified copies, drive labels, folder structure, and who may erase or reformat cards.

WHY Fast delivery is valuable only if original media remains protected.

- ☐ **Standardize ingest and filenames** — Use event/day/room/camera naming and separate folders for incoming, selects, approved, delivered, and archive files.

WHY Consistent structure prevents collisions across many cameras and makes assets searchable immediately.

- ☐ **Plan live retrieval** — Give the editor a priority request channel using moment, speaker, room, and approximate time—not vague descriptions.

WHY Precise requests reduce search time and keep the editor out of long message threads.

4

Configure fast photo discovery + delivery

A searchable gallery can turn event coverage into an attendee experience and a

usable campaign library.

- ☐ **Choose the gallery workflow before registration opens** — Decide whether guests enroll by QR code, email, mobile number, selfie, headshot-station check-in, or pre-registration integration.
WHY The enrollment method controls signage, consent language, staffing, and the speed of personalized delivery.
- ☐ **Confirm consent and privacy** — Coordinate clear notice, opt-in language, retention period, permitted uses, access controls, and deletion/escalation contacts with your legal/privacy team.
WHY Facial recognition involves biometric and privacy considerations that vary by jurisdiction and organizational policy.
- ☐ **Test the attendee journey** — Run QR scan → enrollment/selfie → match → notification → gallery → download on both iOS and Android before doors open.
WHY A five-minute test catches branding, permission, connectivity, and message-delivery failures.
- ☐ **Create controlled metadata** — Tag day, room, session, speaker, sponsor, activation, city, product, and usage status; keep the vocabulary consistent across shooters and editors.
WHY Structured metadata plus AI face/object matching makes key people and scenes easier to find and share.
- ☐ **Protect VIP and restricted content** — Create separate permissions or hidden collections for embargoed sessions, executives, minors, internal meetings, or no-publication subjects.
WHY Fast systems must still honor access and usage restrictions.
- ☐ **Place clear onsite instructions** — Use branded signage and trained staff to explain enrollment, expected delivery, support, and how guests can access their images.
WHY Adoption improves when the process is visible and takes only a few steps.

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Use Frame.io for video review without review chaos

Frame.io supports centralized media review with anchored, frame-accurate feedback; Camera to Cloud can upload media immediately after or during capture

when compatible hardware and connectivity are available.

- ☐ **Create the project structure in advance** — Set folders for day, camera, interviews, b-roll, audio, graphics, social cuts, review versions, and finals. Assign upload, comment, download, and approval permissions.

WHY Editors can begin immediately and reviewers see only what they need.

- ☐ **Decide whether Camera to Cloud is appropriate** — Confirm compatible capture devices, proxy settings, audio/timecode workflow, network capacity, credentials, and a fallback card-ingest plan.

WHY Cloud transfer can start post-production while production continues, but it must be tested under venue conditions.

- ☐ **Use proxies for urgent review** — Upload lightweight proxy media first when full-resolution originals would saturate the connection; retain and back up camera originals for conform and finishing.

WHY Review can begin sooner without compromising the quality of the final master.

- ☐ **Name one consolidated approver** — Collect internal feedback by a fixed deadline, then have one owner submit the final decision in Frame.io.

WHY Conflicting stakeholder notes and rolling feedback are major causes of missed delivery windows.

- ☐ **Require timecoded, actionable comments** — State the exact frame/range, requested change, replacement copy, and whether the note is required or optional. Resolve answered comments.

WHY Editors can act immediately instead of interpreting emails, texts, and screenshots.

- ☐ **Define version and approval rules** — Use version stacks or clearly numbered files; mark the approved version, lock picture before final exports, and specify who releases masters.

WHY One source of truth prevents work on an obsolete cut and accidental publication of drafts.

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Run the live approval + delivery cadence

Use short, predictable checkpoints so the content team can publish while the event is still unfolding.

- ☐ **Set daily editorial checkpoints** — Example: morning keynote selects at 11:30; afternoon sponsor selects at 4:00; end-of-day recap at 8:00.

WHY Batching feedback protects both coverage and editing concentration.

- ☐ **Pre-authorize routine choices** — Approve a look, crop rules, safe sponsor framing, and which content types can publish without executive review.
WHY Every unnecessary approval hop adds queue time.
- ☐ **Keep one request channel** — Route all urgent requests through the producer and label them REQUEST / DEADLINE / DESTINATION / APPROVER.
WHY A single queue lets the team prioritize objectively and prevents duplicate requests.
- ☐ **Track status visibly** — Use a shared tracker with Captured, Ingesting, Editing, Client Review, Approved, Delivered, and Archived.
WHY Planners can answer stakeholders without interrupting editors.
- ☐ **Close each day** — Verify backups, outstanding deliverables, next-day changes, permissions, batteries/media, and any missing must-have shots.
WHY A short closeout protects the next morning from inherited problems.

FINAL 10-MINUTE GO / NO-GO

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|---|---|
| ☐ Run of show and coverage map are current | ☐ Producer and single approver are named |
| ☐ Brand/legal assets and release rules are final | ☐ Editor station, power, and hard-wired internet are tested |
| ☐ Cards, drives, folders, and filenames are labeled | ☐ Gallery enrollment and attendee delivery are tested |
| ☐ Frame.io project, permissions, proxies, and review link are tested | ☐ Deadlines, quantities, aspect ratios, and destinations are written |
| ☐ Backup upload and ingest methods are ready | ☐ Everyone knows the request and escalation channel |

PLANNER NOTES

SOURCE NOTE

Prepared from the supplied Orange Photography conference, headshot, video, and asset-management references. Current Frame.io capabilities were checked against official Frame.io resources: frame.io/features/review-and-approval and frame.io/features/c2c (accessed September 2, 2026). Platform availability and plan features may change.