

Photo Guide:

How to Get the Best Photos of Your CanFilmDay Event



You've put lots of effort into planning a great CanFilmDay event, so now it's time to make sure your photos do it justice. Here are a few tips to help you get the best shots:

- **LIGHTS!** If you're taking photos inside your screening venue, remember that theatres can be very dark. Turn up the house lights or use a flash to capture introductions, Q&As, or pictures of your audience. If you're taking posed shots or setting up a photo booth, try to ensure it's somewhere well-lit, or add a light if possible.
- **CAMERA!** Your phone will take great pictures (especially in well-lit spaces), and if you can assign another staff member or volunteer the special role of event photographer while you're busy running the show, you'll get a fuller chronicle of your event.
- **ACTION!** Try to get candid action shots of people having fun – using our [party kit](#), enjoying snacks, raising their hands during a Q&A, talking to each other in the lobby of your screening venue, etc.
- **THE CROWDS!** Capture a full audience, if possible: avoid photos of empty seats by waiting until your venue is full, or by choosing angles that leave out the empty seats and let the full ones take centre stage.
- **THE STARS!** If you have any special guests, please take posed and action photos of them, and identify them when you send us the pictures. If possible, ask them to pose in front of a CanFilmDay poster, venue signage, a film poster, or some other backdrop that identifies it as a CanFilmDay event. Take a picture of yourself and your organizing team as well – you're all stars in our books.
- **THE EXTRAS!** If you're doing something special – setting up a swag table, doing a raffle giveaway, putting up a photo booth or decorating your space, please take pictures of all your efforts! We love to see all the ways you've made CanFilmDay your own.

Visit our Photo Gallery (coming soon) and [Highlights Page](#) for some inspiration!

Send your pictures to photos@reelcanada.ca – we love to see photos from across the country and around the world. You might see yourself on our website or in future communications from the CanFilmDay team!