Aspects to capture should include:

* Capture event setup (October 13).
* Capture No Surprises event team before and after the event.
* Photo booth/area photos of arriving guests.
* Get a shot of all the celebrity demonstrators in focus with signage.
* Capture the demonstrators articulating a point with her/his hands or strong facial expression
* Get a shot of the full room, indicating audience, and try to include signage in the shot.
* Capture an image of the venue from the outside.
* Capture the demonstrator shaking hands or presenting to a guest in each room.
* Capture facial expressions of people in the audience expressing emotion.
* Get a shot of guests in focus with signage.
* Capture details such as guests taking notes, raising their hands, asking questions, practising with their phones
* Capture images of crew.
* Capture the list of special guests, such as executives, celebrities that may come as guests. Take both posed shots and impromptu moments.
* Capture detail shots including signage, guests looking demo rooms, gift bags (and the gifts within the bag).
* Capture a full room shot of all the rooms from different angles
* Take an image of the outside of the venue.
* Get a full length and headshot of the guests with signage and logo viewable.
* Capture impromptu moments of celebrity demonstrators mingling.
* **Capture the guests in line.**
* Capture the tour guide with the guests.
* Capture guests at media wall and mutual breakout areas.
* Capture moments of guests mingling.
* Capture the display areas for Samsung, LG and Techno.
* Capture guests in the demo pods.