

PHOTO & VIDEO CONCEPT PR SHOWCASE

I. PHOTO CONCEPT

- Use effects for the photos before post it on social media
- The photo will stock more than 250 photos from each event
- Photographic Technique:
 - **Illustration of Press Conference**
 - Registration = Close Up Shoot to the registration ticket, medium longshot to registration situation.
 - Event (Press Conference) = Longshot – Medium Longshot to the pictures and illustrated the event crowd, Medium Close Up for the speakers.
 - **Illustration of Training**
 - The Training Session = Medium Close Up for the speakers. Longshot for all the participant
 - Question session = Medium Close up for the participant that asking question
 - Photo Session = Longshot – Medium Close up for the participant and the speaker to do he photo session
 - **Illustration of Awarding Night**
 - Medium Close Up Shoot for performer, the winners and MC.
 - Photo Session = Medium Longshoot for getting the ideal composition for photo session (from head to feet).
 - If the lighting is dim, it would be using maximal ISO in 800 with enlarging the shutter speed and using tripod / monopod.

Story Board

➤ Illustration of Press Conference



The first photo would be taken for showing that the Media doing the registrations before press conference, so the committee would know which media partner that hasn't come. The Second pict would be taken to show that Media partner doing the registration.



Medias waiting for press conference to start while the committee preparing the event. The Committee would play some videos while the waiting the others to come.



The first picture is illustrated how the press conference would looks like. There will be a moderator and the speakers tell informations about the training that would be on that day to the media (audience). The second picture shows the photo session with the speakers after the press conference.

➤ Illustration of Training

Day 1, 2 & 3 for Session 1



The first two pictures above illustrated that the participant that listening to Mr. Mahadi Asman about the information. The next two pictures, documentations team take the picture from the back to show the situation that participant listening and probably asking the question to Mr. Mahadi.

Day 1, 2, 3 for Session 2





The two first photos illustrated how participant would introduce themselves and doing another activities public speaking and listen to Dr. Sri Ulya Suskarwati. The third picture would show the participant asking the question. The last picture taken from in front of the room to show the situation of participants.

Day 1, 2 & 3 for Session 3



The first photo illustrated how participant would take notes and listening to Mr. Kaezar Maulana, S.IP. The second and third picture taken behind the participant to show how the situation going on the session. The last picture would show the participant asking the question.

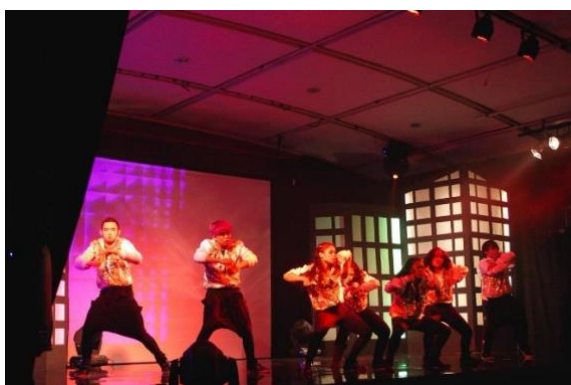


This picture illustrate the participant and the speaker doing the photo session after the session.

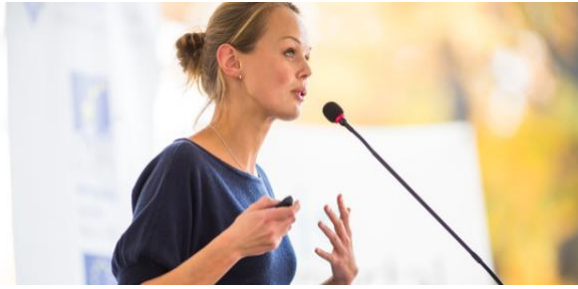
➤ **Illustration of Awarding Night**



The first picture illustrated the registration for the awarding night and the event. The second picture would be taken by documentary team when the MC doing the opening for the event and the last picture illustrated the music conductor to sing Indonesia Raya and LSPR Hymne



Both of these photos depict dance performances in entertainment sessions that are part of the agenda



The first photo illustrated how documentary taken the close-up photo when Mrs. Sylvia Roennfeld, M. Si and the second picture Shopee representative.



The picture illustrated a speech by Mrs. Prita Kemal Gani, MBA, MCIPR.



The pictured illustrated the stand-up comedy performance by Ricky Wattimena in an entertainment session.



The picture illustrated Mrs. Prita Kemal Gani giving a plaque to shopee.



The picture illustrated photo session with the winner.



Both picture illustrated dinner some of participants with Prilly Latuconsina.



The first photo illustrated Vien Audrey performs a song and the other two pictures shows the musical performance by LSPR Band.



The first picture illustrated performance by Prilly Latuconsina and the second picture illustrated in the last session, closing with MC

➤ Illustration of Webinar



➤ **Illustration of Lunch**

<https://youtu.be/Bv7Hw2dDfIQ>

<https://youtu.be/Sffy63fQQqA>



➤ **Illustration of Video Handmade**

<https://youtu.be/-uchCSvyFaM>



• Video graphic Technique:

➤ **Illustration of Training**

- Documentary Type Shoot
- Text and filters overlay
- Music On
- Medium Longshoot, Medium Close Up, Close Up

Source : <https://www.youtube.com/watch?v=4LMjsJM1sV4>

Story Board

The video illustrated a reference of video concept in training.



**Communication &
Business Institute**
The Leading Graduate School of Communication & Business



For the opening video about 3 days training, it would be appeared LSPR and Shopee's logo to show everyone that this event is presented by LSPR that collaborate with Shopee.



Next there would show how the training situation, start with how many participant that join and the names of speakers then the sessions.



After that, the video would show the participant and the speakers doing the photo session together.



For the closing, it would shows “Thank you” followed by event’s logo.

➤ Illustration of Awarding Night

- Cinematic Type Shoot
- B-Roll yang sedikit lambat
- Sebagian besar dengan Medium Longshoot, Medium Close Up, dan Close Up Type shoot
- Music on with voice overlay

Source : <https://www.youtube.com/watch?v=fm0-nGydBHW>



For the opening video for awarding night It would appeared the word “Awarding Night” then the video would showed the trophies for the winner.



Next it would show the venue and the round table for dinner with Prilly Latuconsina.



Next it would show the music conductor and other situations such as Dinner time with Prilly Latuconsina, opening speech from important persons, also the performance by LSPR Band, Ricky Wattimena, Vien Audrey, Prilly Latuconsina.



After that the video would showed some of photo session with the winner, Shopee and LSPR representative



Lastly it would be brief from event's logos



and for closing, it would be appeared LSPR and Shopee's logo to show everyone that this event is presented by LSPR that collaborate with Shopee.