

Photography + Flash Guidance for Events™

EVENT CHECKLIST + IMPLEMENT + REVIEW

1 BEFORE THE EVENT

- ☐ Decide whether flash is necessary
- ☐ Identify photography and video requirements
- ☐ Ask photographer/videographer about equipment and lighting
- ☐ Identify continuous, flashing, flickering or high-intensity light sources
- ☐ Establish no-photography options
- ☐ Establish no-flash areas if needed
- ☐ Determine how attendee preferences will be communicated to the team
- ☐ Include photography/recording information before the event
- ☐ Give participants a contact for access questions
- ☐ Brief speakers and staff
- ☐ Add photography expectations to photographer/vendor instructions

2 DURING THE EVENT

- ☐ Confirm photographer understands the plan
- ☐ Keep designated no-photography areas protected
- ☐ Avoid unexpected flash where possible
- ☐ Do not pressure attendees to pose
- ☐ Do not interpret declining a photograph as disengagement
- ☐ Watch for cameras blocking exits or accessible routes
- ☐ Keep photography teams from crowding participants
- ☐ Make it easy for someone to change their photography preference
- ☐ Respond promptly if someone says photography or lighting is affecting participation

3 AFTER THE EVENT

- ☐ Follow established image-use permissions
- ☐ Review images before publication where appropriate
- ☐ Respect agreed exclusions
- ☐ Record photography/access issues in the event debrief
- ☐ Update the Experience SOP before the next event

4 ART™ REVIEW

ANTICIPATE

What photography, lighting or recording conditions could affect participation?

REMOVE FRICTION

What can we communicate, limit, relocate, turn off or make optional?

THOUGHTFUL DESIGN

How can we get the images we need without making photography the price of participation?

*The goal is not a camera-free event.
The goal is an event where photography has been designed
as intentionally as everything else in the room.*

REFERENCES

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4. Woods, D. W., et al. (2018). Sensory phenomena in Tourette Syndrome. J. Neuropsychiatry Clin Neurosci.
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