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KOALLIANCE

YOUR COMPANY NAME Social Content Shoot

Your Company Brand Ambassadors 20XX Introduction Content (Your Company social media assets)

Location:

Date:

Time:

Duration:

Your Company Contact:

Photographer:

What to wear (ambassadors):

Apparel:

Shot List: (example)

- Team intro's (circle), main floor space. **Dress: any company apparel**
- Team work out (stations: Barbell, kettlebell, double under/Jump rope, bike/aerodyne, row, box jump (or selected movement)- sled push **Dress: Men: t shirt Women: tanks or crop tops**
- Team Shot- everyone together (group) **Dress: any apparel**
- Lifestyle shots (group and individual): casual apparel (indoor/outdoor shots), against fence. Group game outside (weather willing) **Dress: scarves, hats, zip ups (and/or fitness apparel)**

Note: No extra branding in background (photographer will choose lighting).

Notes: Examples/ feel:

-Athletic -fit -lifestyle -appeals to masses -the emotions around fitness/health/wellness

MAJOR FOCUS: capturing each ambassadors personality and fitness/wellness purpose

Agenda: EXAMPLE

3-3:15pm- distribute apparel, promptly begin intro and welcome ambassadors, ambassadors intro's to group

3:15-3:25pm- 10 min workout warm up

3:25-4pm- workout, stations (1min Emom, 5-7 stations), additional "fitness shots"

5 min "freshen up" for group and lifestyle shots

4:05-4:25pm- Group Shot (indoor and outdoor)

4:25-5pm- lifestyle shots (group and individual). Group game going while photographer pulls ambassadors for individual shots

Note: