



LIVERPOOL PCT LAUNCH

Client: Kenyon Fraser & Liverpool PCT
Location: Echo Arena & Convention Centre, Liverpool

Delivery: **Next day delivery by 12 noon**

Project: To celebrate the launch of a new branch of Liverpool PCT, a conference and networking event was held at the ACC Liverpool. The event incorporated the promotion of two current and very important NHS campaigns - the 'Pssst' Alcohol Aware Campaign and Smoke Free Kids campaign.

Atmosferik was commissioned to supply event photography. We captured an unlimited number of natural shots and also provided an essential posed photo shoot, from which PR shots were used in the local, regional and trade press. The finished work was also made use of in internal NHS publications. The photography captured this event as corporate whilst highlighting an appropriate fun element.

The brief included the following elements -

- Arrival of guests and registration
- Meeting and greeting
- Networking between Liverpool PCT, key NHS Staff and Managers
- Serving of 'Mocktails' to support the 'Pssst' Alcohol Aware Campaign
- Conference room - both empty and full of delegates
- Presentations and speeches to launch the expansion of Liverpool PCT
- Audience participation and panoramic shots
- Reactions and expressions from audience showing concentration on various elements of the conference itself
- Entertainment from children's dance troop and 'Britain's Got Talent' finalists - to tie in with Smoke Free Kids Campaign
- Inclusion of branding from various and current NHS campaigns

Technicalities:

- Looking for suitable shots deemed of a high enough standard to display the event at its very best.
- Shots taken in quick bursts of 2 or 3 to capture the displays. Any shots not deemed a high enough standard are re-shot to perfection.
- Correct exposures always essential.
- Aware of varied ISO settings and sensitivity of camera, especially in low light situations.
- Noise reduction filters used during editing process to give maximum clarity and remove any grain.
- White balance is manually optimised for each image.
- During shooting composition of each photo is optimised and then reanalysed during editing