Photographer Shot List & Schedule

General Notes:

* Please take general ambience / stock photos where possible
* Where possible, aim for equal representation, especially in social photos (ie, traditional minorities)
* Please make sure names can be retrieved (social photos, portraits)
* Avoid people’s backs
* Aim to shoot people with a positive attitude
* Be aware of white balance, avoid yellow images

**Sunday, September 27, 2015**

1:30pm Team Kick-off meeting

2:00 – 4:00pm | Team Headshots

Shot list:

* Al St. Germain
* Ella Ponomarov
* Steve O’Connor
* Linda Massarella
* Katie Sehl
* Jessica Sammut
* Caroline Ku
* Felipe Batista Nunes
* Nicolas Venturelli
* Eva Dorsch
* Jenn Wint
* Howard Slutsken
* Sophie Woodroofe

5:30 – 7:00pm | APEX Welcome Reception

Hilton, Skyline

Shot list / instructions:

* Candid and posed photos of attendees socializing.

Avoid photos of APEX Media.

Make sure names are visible / take a photo of badge for captioning purposes

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**Monday, September 28, 2015**

8:45- 9:10am | Welcome & Introduction (Oregon Convention Center, C123 – 124)

Shot list:

* Rajan Datar (emcee)
* Joe Leader (speaker)
* Alfy Veretto (speaker)
* Also, please take photos of crowd / general ambience and stock images that might be used for promotional material next year (try to avoid images of attendees with dull or bored expressions on their faces)

9:10 – 9:50am | Airline Strategy and Focus on the Customer Experience

* Good photo of Sandy Stelling (presenter)

9:50-10:30am | Passion to Innovate. Power to Deliver.

* Good photo of Werner Lieberherr (presenter)

11:00-11:40am | Passenger Well-Being and Airline Business Environment

* Good photo of Rainer von Borstel (presenter)

11:40-12:20pm | Brand New: Prototyping the Airline of the Future

* Good photo of Devin Liddell (presenter)

Breakout Sessions A-D 1:30-4:00

* For each session in each track, try to get at least one good photo of the presenter(s).
* It would be ideal if you could get one from each session
* Priorities (highlighted below):
  + D1: Maura Chacko, Spafax, Eric Lauzon, Air Canada
  + B2: Leo Mondale (President, Aviation, Inmarsat)
  + C2: David Withers, Chief Executive Officer, digEcor
  + D2: Michael Childers and Bryan Rusenko
  + A3: Robin Cole, GEE
  + D3: Garen Moreno, Airbus

A. Content and Entertainment – SOPHIE WOODROOFFE

**Oregon Convention Center, E141-144**

A1 13:30-14:10 Content Management & Partnership

A2 14:25-15:05 Audio Rights & Licensing

A3 15:20-16:00 Connecting Passengers & Advertisers

B. Connectivity and Technology – HOWARD SLUTSKEN

**Oregon Convention Center, E137-140**

B1 13:30-14:10 Designing for Upgradability

B2 14:25-15:05 The Sky is the Limit!

B3 15:20-16:00 Onboard Payment Technologies

C. Comfort and Ambience – JENN WINT

**Oregon Convention Center, E135-136**

C1 13:30-14:10 Neuromarketing Innovation

C2 14:25-15:05 Flight Attendant Engagement

C3 15:20-16:00 Building Solid Business Cases

D. APEX 101: Intro to PaxEx – CAROLINE KU

**Oregon Convention Center, E147-148**

D1 13:30-14:10 Content and Entertainment 101

D2 14:25-15:05 Connectivity and Technology 101

D3 15:20-16:00 Comfort and Ambience 101

16:15 – 17:15 | Annual General Meeting – JESSICA SAMMUT

**Oregon Convention Center, E147-148**

Evening Award Ceremony and Networking Events

17:45 – 19:15 | Passenger Choice Awards – JESSICA SAMMUT / JENN WINT

Oregon Convention Center, Oregon Ballroom

* General ambience photos (that could be used for promotional material next year)
* Photos of trophies, place settings, stage
* Photo of emcee, Rajan Datar
* Photos of guests socializing
* Photos of each award winner

7:45-8:45 | GEE Networking Party

Location: BridgePort Brewpub, 1313 NW Marshall Street

* Photos of guests socializing (obtain names for captioning)

9:00 – TBD | Gogo and RunwayGirl Networking Party

Location: Doug Fir Restaurant, 830 East Burnside Street

* Photos of guests socializing (obtain names for captioning)

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**Tuesday, September 29, 2015**

9:00-10:00am | GEE Press Briefing (Sophie, Katie)

Location: GEE Booth

* Ambience photo of press event
* Photos of GEE representatives presenting
* Photo of product / display item, if applicable

9:00-10:00am | Lumexis Press Briefing (Jenn, Katie)

* Ambience photo of press event
* Photos of Lumexis representatives presenting
* Photo of product / display item, if applicable

10:00-11:00am | Panasonic Press Briefing (Howard / Linda)

Location: Panasonic Booth

* Ambience photo of press event
* Photos of Panasonic representatives presenting
* Photo of product / display item, if applicable

11:00-11:30am | SITA OnAir

Location: SITA Booth

* Photo of SITA reps
* Photo of SITA’s Innovation Booth
* Photo of beacon technology demo

1:00-2:00pm | Thales Media Briefing (Jenn / Jessica?)

* Ambience photo of press event
* Photos of Thales representatives presenting
* Photo of product / display item, if applicable

Time TBD | Astronics Cocktail Party

Location: Astronics Booth

* Photos of attendees socializing (please have names visible where appropriate)

Evening Networking Events

6:00-7:00pm | SES/GEE Cocktail Event

Location: Hilton

* Photos of attendees socializing (please have names visible where appropriate)

7:00- TBD | Spafax Party

Location: Flex Space, 1307 NW Overton, Pearl District