

Sample Gym Photoshoot Schedule & Shot list.

Photoshoot General Info.

Photographers:

Contact Number:

Date:

Start Time:

End Time:

What We're Shooting.

- 1 Group Class
- 2 Personal Training Sessions (Simultaneously)
- Transformation / Client Story Photos
- Team & Headshots
- Interior / Exterior

Shoot Timeline.

8:30 – 9:00am Owner/coaches and photographer arrive, intros, preps for 9am class. Some initial gym & equipment shots can be taken here while the gym is clean/organized.

Note: NDAs and photo release forms will be provided for coaches and members of this class. Please ensure that all members of class and staff have signed the NDA and photo release forms.

9:00 – 10:00am Group Class – Photographer shoots candid shots of coaches, class members and equipment (ideally program class to have a variety of movements that you regularly incorporate in group training).

Note: These are completely candid, we will not interrupt or disrupt the flow of class.

10:00 – 10:15am Coaches & members debrief from class, start to leave. Photographer gets some more candid photos of clients cleaning up/ leaving/ equipment shots and preps for next round of photos.

10:15 – 11:15am Dual personal training sessions (ideally with members that look like our target demo).

Note: Two personal training sessions will be happening at the same time here. These are completely candid; we will not interrupt.

11:30 – 12:00pm Transformation / Client Story photos. There should be 3-5 photos of each client (see below)

12:00 – 12:30pm Team photos

12:30 – 1:00pm Reception, lounge, exterior and specialty room shoots to finish the day.

Shot List & Notes for Photographer.

Notes for the photographer:

- If this shoot is for a website: most of the photos should be landscape in orientation - non-centered or staged looking. We will likely put text over these photos, so detailed shots and shots without a lot of clutter will look the best. The goal is to achieve photos that capture the energy of our gym.
- If this shoot is for social media and/or advertising: most of the photos should be portrait orientation and centered. There may be text over the bottom or in the corners of the photos, so please leave some space for that. The gym logo should be visible in most shots, either in the background or on apparel. The goal is to capture the energy of the humans in the photos and use it in advertising.

Group Fitness Class Shots:

- Members arriving/ talking before class.
- Coach briefing (ideally both male and female coaches).
- Warm up (members warming up for workout).
- Members selecting and setting up equipment (detailed and broad shots).
- Workout (explosive movements! Detailed and broad shots of as many members as possible, both individual and grouped).
- Cool down & clean-up of equipment (detailed and broad shots - get some sweaty happy faces here!).
- Candid photos of post class (members chatting, cleaning up).

Personal Training Shots:

- Coach training a member one on one (get as many combos of coach/clients as you can here).
- Both detailed and some broad shots of movements (see below).

Movement/ shot suggestions:

- Pull-ups (scaled with bands)
- Barbell close-ups (clean and jerk, deadlift, push press)
- Push-ups (scaled)
- Walking lunges
- Plank
- Rowing
- Dumbbell in a front rack
- Single arm dumbbell snatch
- Burpees

Transformational / Client Story Shots

- Clients should be wearing gym branded workout clothes.
- Headshot.
- Full body shot.
- Waist up shot holding a sign with an accomplishment on it.
- 1-2 movement shots (let the client choose what their favorite movement is).

Team Shots

- Individual headshots, wearing branded shirts and logo should be in the background if possible (should be welcoming and positive photos).
- Group shot, looking for full body and close up shots.

Interior/Exterior and Other Spaces

- Entrance, focusing on an inviting atmosphere.
- Outdoor Signage.
- Exterior photos of the building showcasing the gym's curb appeal (broad and close from different angles, for Google Business Profile).
- Interior photos (broad, for Google Business Profile).
- Reception, check in, lounge/seating area, locker rooms, showers, and other specialty rooms, focusing on convenience, comfort, and cleanliness (broad for Google Business Profile).
- Equipment (mostly details, some broad).