

Appendix IV Video and Image Capturing and Media Usage Guideline

These guidelines aim to foster an environment of respect, professionalism, and transparency at all events, prioritising participants' rights and comfort while facilitating the exchange of valuable content and ideas and are being created due to several recent complaints raised by event attendees.

We would like to encourage our members to promote their events and activities. To support with this, we have a team including our committee executive and our marcomms colleagues, who can provide approved marketing assets to share or can help you to film with your own equipment.

When photographing or filming an event, please observe the following steps and inform the secretariat of your intentions:

- Plan content, approach and media types well in advance;
- Set proposed dates for post-event release through the BritCham media channels at the earliest stage possible;
- Submit proposed assets (film files and/or images plus credits) at least 3 working days before planned release date to allow the secretariat team and the Committee to review, edit, brand etc.

For speakers, attendees etc. it is essential to ensure their comfort and informed consent regarding the use of their image and content.

- Include the details in the event proforma and ensure all speakers have written confirmation;
- Advertise on entry to the event that video and photography will be in progress;
- For professional media do ensure that the secretariat have approved and signed off on content use in advance. For individuals LinkedIn, WeChat, etc please ensure that posts are respectful to all.

In case of concerns or complaints regarding photo and video capturing or media usage, swift and professional action should be taken, potentially involving the removal or editing of content.

We look forward to working with you to maximise post event exposure!