

Appendix B - Invitations to a Photo Call

The following table should be used for guidance when inviting Members, Officers and Partners to attend a photo call for media coverage.

Our aim is to not exceed six people in a press/social image. Please be mindful of causing embarrassment by inviting additional parties without prior agreement with the Marketing and Media team. Please refer to the 'Photography and Filming' section of the Press and Media Protocol for further guidance.

Invitations should be extended to the following, in order of priority

1st priority / 2nd priority / 3rd priority / 4th priority

	Major event	Official openings/launches	Cutting of the sod/development or project launch	Local event
Leader	1	1	1	
Relevant Executive Board Member(s) (2 max, incl. leader)	1	1	1	1
Chairman	1	1		1
Vice Chairman	2	2		2
Relevant Ward Member(s)		1	1	1
Chief Executive	1	1	1	
Relevant Director(s)	2	2	2	
Relevant Head(s) of Service	3	3	3	
Service Manager/Senior Officer	4	4	4	
Partner or project representative(s) (2 max)	1	1	1	1

Explanatory notes

Major events – for example, large audience, county-wide/national interest

Official openings/launches – for example, school or new building and facility openings

Cutting of the sod/development or project launch – for example, start of works on new schools/buildings, small project launches

Local events – for example, flag raising ceremonies, open days, local interest, community events supported CCC