



### **Preparation for the Event & What to do on the Day**

**1. MC Announcement:** Where appropriate, the MC will make an announcement about photography/digital recordings.

**2. Posters:** The [Fáilte Ireland Poster About Imagery.pdf](#) (min. size A3) will need to be placed in prominent locations.

**3. Table Tents (B2B):** Will have the following text:

We will be distributing and displaying these photographs on newspapers and our social media channels (e.g., Twitter and LinkedIn). These photographs provide an excellent promotional opportunity for your business. Fáilte Ireland uses the lawful basis of 'Legitimate Interest' because we want to highlight the work we are doing and how public funds are being spent. If you have any queries about data protection, please contact [dataprotection@failteireland.ie](mailto:dataprotection@failteireland.ie)

**4. Photo-Free Area:** If possible, restrict an area that is imagery free (e.g., the last two rows of seating). Brief the photographer/videographer of same.

**5. Posed shots:** The [Imagery Consent Form](#) must be used when the photographer/videographer decide to take posed photographs of members of the public/audience members.