

EVENT MOOD BOARD

PROFESSIONAL
BUSINESS
SOLID
POWERFUL

CASUAL
ABSTRACT
CREATIVE
LIGHT

ELEGANT
UPSCALE
SENSUAL
DETAIL

SHOT LIST

AMBIENCE

LIGHTING —> SPACE —> TEXTURES

EXPRESSION

SHAPES|LINES

PEOPLE

- GUESTS
- SPEAKERS
- TEAM/CREW
- VOLUNTEERS

DETAILS

- FOOD
- DECOR
- STATIONARIES
- SIGNAGE

OTHER

- BTS
- ENTRANCE
- LOCATION

