Study UK Alumni Awards
Photography and videography brief

About the event

The Study UK Alumni Awards celebrate the outstanding achievements of the alumni and showcase the impact of UK higher education. Award winners and finalists are leaders in their fields who have used their experience of studying at a UK university to make a positive contribution to their communities, industries, and countries.
Through the Alumni Awards, finalists are given the opportunity to professionally develop and build their capacity and professional networks, contributing to the overall development of their country. All British Council country offices are encouraged to promote the Alumni Awards to alumni of UK universities now living in their respective countries.

Event Details:

Date: February 2026

Time: Evening

Venue type: Open-air

Key messages
For alumni finalist/winners
- Enhanced opportunities to connect with other UK alumni.
- Enhanced profile and ability to use university brand.
- Promote own success at award ceremony to influential network.
- Opportunity to be a visible role model to thousands of future students through Education UK

In each of the individual alumni bytes, we wish to get a deeper understanding of the **impact** of the individual's UK education, as well as **benefits** that their UK education has offered.
We want to also get a 'feel' for the prestige of the Award Ceremony, by including soundbites from distinguished speakers/special guests at the awards.

Photography requirement

The requirement is for a full day event coverage that includes, in-action images of the awards kick off, receiving of guests, awards presentation, presenting, group photographs, overall space and branding, registrations desk etc. Also ensure we have pics of the A/V consent board at the venue.

Overall no. of pictures required is 120-150. Of the 150 pics, at least 60 will be the following in specific.

- All finalists with certificate/trophies (individual on stage for 4 categories 3 finalists in each category and group pics)
- All 4 winners with trophies and certificates against main backdrop (individual and group)
- Award receiving (in action) of all winners for social media (needed immediately after winners are announced) and reporting.
- Event branding elements
- Images of speakers on podium
- In action images of performances

No. of people expected – about 150 (220) for the award ceremony. We expect an avg. of 120-150 ppl at any given time during the day.

Delivery timeline –
Winner pictures for social media posts, immediately after winner announcements are made.
Event Photographs – Live editing and upload

Videography requirement

The requirement is for a full event coverage that includes, overall event footage and short bytes from winners/finalists, guests and British Council senior management.

Deliverables

1. Event footage 1 stage view + 1 audience reactions (raw footage of the event)
2. 12 finalist bytes – edited to 30 sec each (sample here)
3. 4 winner bytes – edited to 30 sec each
4. 3 Keynote speaker or guests - vox pop of 60 seconds
5. One video that shows event highlights i.e., run through of the venue with branding, excitement in audiences, performances, fun activities, and awards ceremony- edited to 90 seconds or 120 max.
6. One video for Instagram Reels – event highlight film edited to 30 to 45 sec – sample here

Delivery timeline –
Video for Instagram Reel – 48 hours
Event coverage video – 7 working days
Event highlight film – 7 working days
Other edited bytes – 7 working days

Key learnings 2024:

1. The stage setup should be reviewed for photography/videography setup. Such as elevation of the stage and branding on and around the stage.
2. Mics should be high quality and voice-focused, considering the surrounding noise of the event and city.
3. Extra lighting should be arranged/managed before the event considering it will be an open-air setup.
4. Setup and markers for bytes should be reviewed before finalizing the event layout.
5. Maximum raw footage should be extracted to ensure effective post-event edits.