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MILONGAS · MARATHONS · FESTIVALS · ENCUENTROS

PHOTOS & VIDEOS — TANGO EVENTS

27 TIPS · FRENCH LAW

WWW.ETIENNEBURAUD.FR

THE ORGANISER'S GUIDE

STEP 01 — BEFORE

CHOOSING AND COMMITTING

- 01 **Choose a photographer, not a camera.** Low-light and dance portfolio, references.
- 02 **Book early.** Good tango photographers are booked months ahead, just like DJs.
- 03 **Define your needs.** Hours, number of photos, key moments, delivery time.
- 04 **Sign a written contract.** Without one, you have no rights to the photos.
- 05 **Specify the uses.** Media, duration and territory.
- 06 **Decide on exclusivity.** If promised to the official photographer, it must be enforced.
- 07 **Pay for the actual work.** Shooting, post-production (at least 8 h for a weekend), rights and expenses. Free entry is not payment.
- 08 **Agree on a deposit and cancellation terms.** This protects both sides.

STEP 02 — BEFORE

SETTING THE RULES AND INFORMING

- 09 **Write a photo and video policy.** Phones, flash, video, posting, live streams: what everyone may do.
- 10 **Inform participants.** Ticketing page, website and entrance: who takes photos, for what use, how to object.
- 11 **Get clear consent.** Media and duration stated, with a real option to refuse.
- 12 **Offer a visible opt-out.** A "no photo, no video" wristband at the entrance, respected by all.
- 13 **Think of guest artists.** Their consent for images of their performances.

STEP 03 — DURING

MANAGING THE DANCE FLOOR

- 14 **Make the photographer identifiable.** A badge or outfit: dancers know who to talk to.
- 15 **Brief them.** Refusals respected, flash, no-go areas, moments not to miss.
- 16 **Enforce your policy.** Remind amateurs and videographers of the rules. Filming someone who refused, in a private place, is an offence.
- 17 **Regulate live streams.** Not on the dance floor; announced and kept to the stage.
- 18 **Appoint a contact person** reachable by the photographer and participants.
- 19 **Make the photographer's work easier.** Access everywhere, a safe place for equipment, meals.
- 20 **Act quickly on complaints.** You decide who attends: ask them to stop, exclude them if needed.

STEP 04 — AFTER

PUBLISHING WITH RESPECT

- 21 **Review the selection.** Leave out any embarrassing or degrading image.
- 22 **Always credit the author.** "© Name" or a tag of their account.
- 23 **Do not alter the photos.** Cropping and logo if agreed; filters and collages only with consent.
- 24 **Do not reuse amateurs' images** without their written consent and credit.
- 25 **Do not pass the photos on.** Sponsors, DJs, schools and orchestras should contact the photographer.
- 26 **Handle removal requests** by email, within 7 days, for photos and videos alike.
- 27 **Pay on time.** Your right to use the photos usually starts at full payment.

ESSENTIAL

ALWAYS SIGN A WRITTEN CONTRACT

Without a contract, the organiser has no rights to the photos and the photographer has no guarantees. A simple document, signed before the event, protects everyone.

DOWNLOAD THE CONTRACT TEMPLATE →

www.etienneburaud.fr/documents

"A clear contract, fair pay, a photo and video policy everyone knows, and informed participants: the key to great images and a stress-free event."

ETIENNE BURAUD, PHOTOGRAPHER

Free guide, which you may share freely. Based on French law: rules may differ abroad. Not a substitute for legal advice. Contract template available for download.