



STRIKE A POSE. IGNITE YOUR BRAND.

NANAIMO • VANCOUVER • TORONTO • NASHVILLE • AUSTIN



**TORONTO
MEDIA KIT**

TORONTO

EVENT DATE
MAY 31, 2026

LOCATION
TO BE ANNOUNCED

WEBSITE
BRANDSHOTSLIVE.COM

CONTACT
PAM IVEY
PRODUCER + HOST

HELLO@
BRANDSHOTSLIVE.COM

INSTAGRAM
@BRANDSHOTS_LIVE



Event Overview

BrandShots Live is a high-impact, one-day personal branding and business visibility experience designed for Toronto's boldest entrepreneurs and small business owners. In a city where showing up well means everything, this event delivers more than just a headshot. It offers a full brand glow-up, powered by:

- **Professional brand photographers** with signature mini studio setups
- On-site **hair & makeup** by top-tier glam teams
- **Brand clarity** support and visibility strategy
- A **curated vendor marketplace** for business growth
- Powerful networking in a **high-energy, content-rich environment**

From consultants on Bay Street to creatives in the west end, BrandShots Live helps you show up with confidence, content, and real marketing momentum.





Event Details

- **Date:** Sunday, May 31, 2026
- **Time:** 11:00 AM – 5:00 PM
- **Venue:** TBA
- **Expected Attendance:** 300+ entrepreneurs
- **Photographers:** 15+ pros onsite
- **Hair + Makeup Artists:** Full glam squad
- **Ticket Tiers:**
 - **The Rising Star** – 10-minute shoot, one photographer
 - **The Spotlight** – 15-minute shoot, expert-led photo strategy
 - **The ShowStopper** – Two photographers, longest sessions, exclusive perks



Story Hooks

From Bay Street to Queen West: Why Toronto Entrepreneurs Are Investing in Visibility

From consultants in the core to creatives in the west end, Toronto's business owners know that professional brand photos aren't a luxury—they're a growth tool. BrandShots Live brings that tool to life.

Great For: Business feature columns, urban entrepreneur profiles

The Personal Brand Revolution Hits Toronto

In a city known for its competitive edge, showing up well matters. BrandShots Live helps small business owners and solopreneurs craft a scroll-stopping visual identity—right here in Toronto.

Great For: Marketing and branding trends, solopreneur features

Beyond the Headshot: How Toronto Pros Are Reinventing the First Impression

It's not just about a pretty picture. BrandShots Live teaches Toronto's entrepreneurs how to use their new images to land clients, get press, and boost credibility across digital platforms.

Great For: Business strategy sections, startup/tech publications

Story Hooks

A Visibility Powerhouse Created by Canadian Women Entrepreneurs

Meet Pam Ivey-a woman creating a North American brand visibility tour that started on the West Coast and now takes centre stage in Canada's largest business hub.

Great For: Women in business spotlights, leadership features

.....

Why Toronto Is Ready for a Brand Photoshoot Revolution

With its fast-paced business scene and fierce competition, Toronto is overdue for a new kind of branding event: one that blends strategy, style, and serious results. Enter: BrandShots Live.

Great For: Local business innovation features

.....

Elevating Under-the-Radar Talent in the GTA

Photographers, stylists, and makeup artists from across the Greater Toronto Area come together for this one-day event, showcasing top-tier talent that often stays behind the scenes.

Great For: Arts & culture profiles, creative entrepreneur features

Story Hooks

From Selfies to Strategy: Toronto Entrepreneurs Get a Branding Upgrade

In a city where everyone's building something, visibility is everything. BrandShots Live offers a rare blend of pro photography, content strategy, and education that fuels real business growth.

Great For: Business education, small business beat

Toronto's Boldest Brands—All in One Room

This isn't a trade show. It's a bold, beautiful experience where Toronto's entrepreneurs show up to shine, collaborate, and walk away with the confidence (and content) to grow.

Great For: Event coverage, lifestyle business columns



Quotes & Soundbites

"I built BrandShots Live to help bold business owners finally look as professional as they are... and give them the strategy to turn visibility into real growth."

— Pam Ivey, Producer



"You don't need *more* content. You need the *right* content. That's what BrandShots Live is all about."

— Pam Ivey, Producer



Meet the Woman Behind BrandShots Live

At BrandShots Live, we believe that visibility is everything — and no one knows that better than the powerhouse behind the event.

♥ Pam Ivey — The Visibility Strategist

Pam Ivey is a seasoned marketing strategist, business educator, and brand visibility expert with 24+ years of experience helping entrepreneurs grow. She's worked with clients across North America to amplify their presence, simplify their strategy, and show up with confidence — online and in person.

As the creator and executive producer of BrandShots Live, Pam brings a rare blend of creative vision, strategic know-how, and relentless execution to every city we visit. She's passionate about making professional brand photography more accessible, less intimidating, and way more fun.

From venue logistics and sponsor outreach to the music playlist and photo station flow, Pam's got her fingerprints on every detail of this event. When you partner with BrandShots Live, you're teaming up with someone who knows how to make visibility work.



“It’s not just about taking great photos. It’s about giving entrepreneurs a reason to show up and the confidence to be seen.” ~ Pam

Visual Assets

Available Upon Request:

- High-res photos and brand graphics
- BrandShots Live logo (horizontal + stacked)
- Promo images for social and editorial use
- Sample branded photos

✉ To request assets, interviews, or a press pass:

hello@brandshotslive.com



Want to Cover BrandShots Live?

Media inquiries, interviews, and press pass requests welcome.
We'd love to collaborate with local and regional media.

🗣️ Interviews with co-producers or participants

📷 Day-of access for photo and video capture

📁 Ready-to-use story packages and quotes

Email us at: hello@brandshotslive.com

Website: www.brandshotslive.com

