

Case Studies

Photograph Important Missions and Events

a) **Case study 1**

A top UNAIDS official conducts 2-day joint visit to Libreville, Gabon with European royal member which includes; meeting with President of Gabon, visits to field hospital which is a 3 hour drive from capitol with European royal member and in Libreville joint press conference, visits to school and youth radio program and meetings with people living with HIV.

UNAIDS commissioned this service one month prior to the trip. Photographs of the visit highlights must reach European print media by their filing deadlines on each day.

A DVD of high resolutions of the photos must reach Geneva a week after the end of mission, with photograph captions in English.

b) **Case study 2**

A top UNAIDS' official goes on 2 day-trip to Busan, South Korea for regional conference on AIDS. The official will hold bilateral meetings with five different heads of state, and give a press conference, as well as meet with people living with HIV and visit a hospital.

The highlights of the visit must reach Geneva in high resolution by the end of each day with photograph descriptions. The trip was commissioned a month in advance.

c) **Case study 3**

Portraits of just announced UNAIDS Goodwill ambassador in New York in a hotel room, as well as a photo with EXD in the United Nations Secretariat. High resolution versions of the best photos need to be distributed to international media and need to be received by UNAIDS New York within two hours.