

Case Studies

Photograph country representatives, official and social media events in Switzerland

Case study 1

In UNAIDS HQ; a top UNAIDS official meets a High level country representative who includes; meeting with the President of Gabon and his delegation, signature of an agreement and exchange of courtesy gifts between both parties.

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

A wide selection of High resolution photos must reach Geneva HQ within 3 days after the end of mission, with photograph descriptions, captions and keywords in English.

Case study 2

A top UNAIDS' official goes on 4 day Economical forum in the Swiss Alps. 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 daily highlights of the visit must reach Geneva in high resolution by the end of each day with photograph descriptions, captions and keywords in English.

The trip was commissioned 2 days in advance.

Case study 3

Portraits of just announced UNAIDS Goodwill ambassador in in Geneva, in a hotel room, as well as a photo with EXD in the United Nations Secretariat.

A selection of Low resolution images must reach UNAIDS within 1 hour after the event in order to be published on the various UNAIDS media.

An Extended selection of High resolution versions of the best photos need to be distributed to international media and need to be received by UNAIDS Geneva HQ within 2 days with photograph captions, descriptions, and keywords in English.

Case study 4

A civil social event is commissioned by UNAIDS HQ Geneva; this event will take place on a lakeside location, and will be attracting over 100 participants. UNAIDS will be using these images in publications, and on the web in order to promote AIDS Awareness and its stigma-free, multicultural values.

A selection of Low resolution images must reach UNAIDS within 2 hours, on the day of the event in order to be published on the various UNAIDS media.

An Extended selection of High resolution versions of the best photos need to be distributed to international media and need to be received by UNAIDS Geneva HQ within 1 day after the end of the mission with photograph descriptions, captions and keywords in English.