

## PHOTOGRAPHY BRIEF

### The 17<sup>th</sup> World Conference on Tobacco or Health (WCTOH)

Cape Town 2018

#### Introduction

The 17th World Conference on Tobacco or Health (WCTOH) will be held in Cape Town, South Africa from 7-9 March 2018. The conference convenes every three years and is a three-day scientific programme, featuring researchers, academics, non-governmental organisations, civil society, scientists, healthcare professionals and public officials working on all aspects of tobacco control from more than 100 countries.

The WCTOH is the premier, international conference on tobacco control. Convened by the Advisory Board for WCTOH, the Cape Town Consortium and the Conference Secretariat (The Union), the WCTOH is a call for a collective resolution to fight tobacco by working together and integrating tobacco control into health and development goals.

The conference will meet under the theme of *Uniting the World for a Tobacco-Free Generation*, recognising that tobacco control is a global issue, crossing all geographic boundaries.

The conference format will include plenary speakers, symposia, posters, workshops and post-graduate courses on the many aspects of the tobacco epidemic.

More on the conference here: [www.wctoh.org](http://www.wctoh.org)

#### The Photography Brief

We need a range of images from the conference that deliver against the following objectives:

- Telling the story of the conference itself: the news, science, delegates, speakers, venue and location. This is the priority of the brief. We will use these images immediately for owned media channels, including social media, the conference app and the conference and Union websites.

- Telling the story of the tobacco control community, progress made and leaders in action.
- Telling the story of WCTOH – the main players; high profile meetings, events such as the Youth Conference.

We anticipate needing two photographers, working together on site for the three full days of the conference. There is also a possibility of a pre-conference media field trip so your tender should budget to arrive in Cape Town on Monday 5 March 2018, leaving on 10 March 2018.

The Union will book and fund air travel and hotel accommodation as well as a per diem rate towards your daily expenses.

Before the event, we will provide a full schedule, with a detailed brief of the images we will need. We will hold a briefing session with you on the evening of your arrival day. We will also hold daily shot list meetings throughout the conference.

For guidance, these are the types of pictures you will take:

- Press conferences, opening and closing ceremonies, welcome reception, post-graduate training sessions, poster area, exhibition area
- **Potentially a media 'field trip'** – to be confirmed
- Around the conference – reportage shots capturing atmosphere and interactions
- Speakers and audience at selected sessions including main plenaries and in workshops
- High profile guests/VIPs, key spokespeople

Please note that photographs will be used on a variety of platforms – website; social media feeds; high quality print materials.

Photography style. We prefer a reportage style, capturing the conference through observations and documentary-style images. Sometimes we will need posed shots for meet-and-greet moments and the awarding of prizes.

Imagery should be positive, empowering and people-focused. So, dynamic interactions, impassioned, expressive speakers, sense of purpose, determined and powerful. Please be sure to think about diverse subjects and gender balance.

What you will deliver:

- On the day editing, retouching and captioning
- On the day uploading of images to a shared space
- High resolution, high quality files for each image
- A CD with copies of conference photographs provided after the event
- Please indicate the format and timescale for receiving pictures in your proposal. You should be aware that some photographs will be needed within hours for news feeds on social media, the website and the conference app.

Please note we do not supply equipment - all equipment must be brought with you or hired by you in Cape Town.

Proposal deadline

Please send your proposal, with examples of your work, by Friday 15 September 2017, 2300 hrs GMT, to:

Jo Waters, Global Communications  
[jwaters@theunion.org](mailto:jwaters@theunion.org)