

Material for Section A

Situation

A young couple (Thorsten, a graphic designer, and Susi, a computer engineer) have just become engaged and now need to organise a photographer to take photographs of their engagement party planned for next month.

Background

They met three years ago on their first day working at the headquarters of Simsone, an international retail company. They clicked as soon as they started chatting, quickly realising that they shared the same offbeat sense of humour and quirky way of looking at life differently. In addition, they found out that they both loved nature and had a desire to get involved in Simsone's programme of charity work (which had attracted them to working for Simsone in the first place).

The three photographers under consideration are as follows:

(i) Moni Galli

- a fully qualified independent professional photographer, based 200 km away, but will undertake commissions nationally (though charges expenses)
- covers commercial photography, studio portraits, wedding photography and event photography (indoor and outdoor)
- an award-winning member of several professional bodies, such as The Adria Guild of Professional Photographers
- ethical, as she tries to work in as carbon-neutral a way as possible and donates a percentage of her fee to the charity World Nature
- she says, 'by creating a strong link with my clients, I try to capture meaningful images ...'
- fees: studio portrait (1 hour) \$150; half-day shoot (4 hours) \$500; full-day shoot \$900
- online review: 'Moni might be quiet and unassuming, but she works hard at getting to know you properly so her photos really represent you ...'

(ii) Happy Ever After

- a company specialising in engagements, weddings and naming ceremonies
- staff of 50 with access to state-of-the-art facilities and able to undertake commissions covering several local states; no expense is spared – for example, images are delivered on premium quality flash drive, and stunning photobooks and lavish handmade albums are included
- offers a very special extra – aerial photography and filming as some members of staff are qualified licence holders for drone work
- the company says, 'We offer all the services expected of a company specialising in capturing happy moments – and more!'
- fees: high-end packages include 'Capturing your special moments' (photographs only) \$1050 and 'A day of your special moments' (photographs and filming) \$1800
- online review: 'They made us feel as if we were royalty – the centre of attention all day. Can't remember the photographer's name on the day, but the photos were great!'

(iii) Rafe Spitz

- a talented self-trained amateur photographer based in the local town
- does not mind taking on any commission as he will try anything once – has taken photographs of sharks from an underwater cage and charity walkers reaching the top of a mountain
- specialises in capturing the unusual, the scary, the funny, the challenging

- works as a laboratory technician so needs some advance notice of dates in order to book the time off work (if necessary); any consultations beforehand need to be fitted around work hours too
- speaks several languages (fluent in the three national languages and can get by in four or five others)
- he says, 'If you don't want your photos to be boring and conventional, then I'm your man!'
- fees: hourly rate of \$50
- online review: 'Loved the way Rafe was so open to all our ideas, added some of his own, then presented us with a set of beautifully creative images.'

Additional information

1. Thorsten's father is a keen hot-air balloonist, really appreciating the bird's eye view of the world he gets from being on high.
2. Susi is environmentally aware.
3. Both sets of parents have told the couple that they will pay for everything to do with the party and that the budget is unlimited as both Thorsten and Susi have no siblings.
4. The families and friends of the couple are made up of many different nationalities and are scattered all over the world so there will be some who will not be able to make it to the party in person.
5. Rafe held an exhibition of his work in the local library, but it received a poor review in the local newspaper.
6. Thorsten and Susi are both uncomfortable about spending lots of money on a party and would prefer to stick to a reasonable budget.
7. Previously, Thorsten worked as a graphic designer for a publisher.
8. The parents have chosen the venue already – Hotel Luxus. It has a ballroom, several reception rooms and a huge restaurant. The grounds are extensive, including flower gardens, a lake and a wood. There are beautiful views down to the beach.
9. Susi's mother is a very talented clothes designer who has already created her own mother-of-the-bride outfit.
10. Thorsten and Susi prefer the quiet life. They are low-key, thoughtful individuals.
11. The weather is set to be warm and sunny for the next few weeks, with the usual light wind expected at this time of year.
12. Thorsten and Susi tolerate being the centre of their parents' lives and try to understand the parental desire to make a big thing out of everything to do with them, but they find it hard.