

# MMPRC Photography Ambassador Application Submission/Selection

## 1. ROLE

Working as an official photographer for Maldives Marketing and Public Relations Corporation (MMPRC) under the title “MMPRC Photographer Ambassador” starting in the year 2017 for the “Thrilling Side of Life” Segment.

### 1a) Thrilling Side of Life:

The Photography Ambassador in charge of this theme will be responsible for the capture of land based adventures as well as water based adventure images.

These should include a mix of daytime/nighttime imagery having a luxurious theme

a) **Assignment One:** Sports and Recreation (Land and Water Based - Resorts)

b) **Assignment Two:** Individual Creative Project (Theme: *Thrilling Side of Life*)

## 2. APPLICANT ELIGIBILITY

**Only Individuals** are eligible to apply for the MMPRC Photography Ambassador Program. Individuals that work for Companies or Photography Studios can apply **representing themselves only**; they **cannot apply on behalf of a company/studio** or use the name of a company/studio for **photo crediting** purposes for photos taken under the MMPRC Photography Ambassador Program.

### 3. SCOPE OF WORK

- Serving a 1 year term as MMPRC photography ambassadors for MMPRC\*
- MMPRC Photography ambassadors can include one additional person that should be utilized for photography purposes (i.e. assistant, model, etc.) to complete the assignments
- Minimum of 2 photography assignments (1 per each 6 months)
- **Optional:** Self-published photography book disseminated for **FREE** covering the work they did under the MMPRC photography ambassador program once approval (for quality control purposes) is granted by MMPRC
- **Optional:** Self-organized photo exhibition covering the work they did under the MMPRC photography ambassador program once approval (for quality control purposes) is granted by MMPRC

*\*The **period** when selected MMPRC Photography Ambassadors will be made **eligible to re-apply for future MMPRC Photography Ambassador Terms** will be decided after the conclusion of the first MMPRC Photography Ambassador program.*

*Please note that MMPRC holds the right to alter the scope of work and bring forth any changes based on market insights/developments before the start as well as during the tenure of the MMPRC Photography Ambassadors Program. **However, please note that the minimum number of photography assignments of 2 will remain unchanged.***

### 4. ASSISTANCE OFFERED BY MMPRC

MMPRC will be facilitating the covering of **food, accommodation and travel costs incurred only** by the MMPRC Photography Ambassadors for their stay with a **host (resort, guesthouse and liveaboard)** to complete the assignments of the MMPRC Photography Ambassador Program.

#### **Food Costs:**

These are related to the provision of free food from the **hosts** (resort, guesthouse and liveaboard) for the photographer and an additional member during their stay with the **host** (resort, guesthouse or liveaboard) for assignment purposes.

**Accommodation Cost:**

These are related to the provision of free accommodation from the **hosts** (resort, guesthouse and liveaboard) for the photographer and an additional member during their stay with the **host** (resort, guesthouse or liveaboard) for assignment purposes.

**Travel Cost:**

These are related to the provision of free travel to the **host's** location (resort, guesthouse and liveaboard) for the photographer and an additional member for assignment purposes

Please note that MMPRC will not be able to provide any monetary remuneration for any **other costs associated with the completion of the designated assignments such as modeling fees, research, etc. for the MMPRC Photography Ambassador Program 2017.**

**5. APPLICATION REQUIREMENTS**

Proposals should include the following;

- 5.1. Cover letter expressing interest (Dhivehi/English) **(compulsory)**
- 5.2. Profile and CV of photographer **(compulsory)**
- 5.3. Portfolio (**Hard Copy:** Printed and/or **Soft Copy:** Pen Drive) **(compulsory)**
- 5.4. Reference Letters **(compulsory)**
- 5.5. Official Social Media Handles (Instagram and Facebook) **(compulsory)**
- 5.6. Social Media Metrics/Analytics for the Official Social Media Handles (Facebook and Instagram) from 1<sup>st</sup> February 2017 – 27<sup>th</sup> February 2017 **(compulsory)**
- 5.7. ID card copy (all applicants should be above 18 years of age) **(compulsory)**
- 5.8. Equipment Inventory **(compulsory)**
- 5.10. Educational/Work Qualifications (Official documents) **(optional)**

**Please note to include all required materials listed above with the application. Otherwise, your application will be deemed void.**

## 6. EVALUATION CRITERIA

Description	Marks
Portfolio	70
Social Media Presence	10
Professional Experience	20
<b>Total</b>	<b>100</b>

### **6.1 Portfolio (70 marks):**

Photographers will be judged on the quality, marketability, creativity and originality of previous work as well as past experience.

**Creativity:** 15 marks

**Quality:** 15 marks

**Originality:** 10 marks

**Marketability:** 10 marks

**Past Projects:** 20 marks

Points will be given to past projects that **showcase destination beauty**

#	Past Projects (Showcasing Destination Beauty)	Marks
1	More than 10 Projects	20
2	More than 5 Projects	15
3	5 Projects	10
4	Less than 5 Projects	5
5	0 Projects	0

### **6.2 Social Media Presence (10 marks):**

Photographers will be judged on the number of their social media **followers** and **interactions** recorded up to the day of proposal submission. Interested parties should submit Facebook and Instagram Analytics starting from **1<sup>st</sup> May 2017 – 31<sup>st</sup> May 2017**.

### **6.3 Professional Experience (20 marks):**

Photographers will be judged on their experience in operating as a professional photographer.

MMPRC will be verifying genuineness of experience through background checks and based on the references provided.

#	Professional Experience	Marks
1	More than 10 Years	20
2	8+ to 10 Years	18
3	6+ to 8 Years	15
4	4+ to 6 Years	10
5	2+ to 4 Years	8
6	1 to 2 Years	5
7	0 Years	0

## **7. APPLICATION SUBMISSION**

7.1. Applications must be submitted in a sealed envelope labeled and addressed to:

Application for "**MMPRC Photography Ambassador Program**"

Maldives Marketing & Public Relations Corporation  
Velaanaage, 4th floor, Ameer Ahmed Magu

7.2. All applications should be submitted to MMPRC at **10:30am, 7<sup>th</sup> June 2017**