

**LISTENING – TAPESCRIPT**

***I Help People Find Their Soulmate***

***You will hear Saskia Nelson, who lives with her partner in south London, talking about her new business idea. Saskia is the founder of “Hey Saturday”, a company that creates online profile photos for daters. You will hear the extract twice.***

I worked for a charity that helped large companies to give back meaningfully to their local communities. I enjoyed it, but I'd always wanted to have my own business, and had been looking for the right idea. My hobby was photography; I'd taken a course at St Martin's College and spent all my spare time taking pictures of friends and upcoming models.

At the time I was also online dating. I realised that most people had no idea how to sell themselves and used terrible profile pictures, resulting in completely mismatched dates, or not being approached at all. I realised I could combine my marketing experience and photography skills to help people create a brilliant profile to find their soulmate.

I did some research and was shocked no one had done it before. I was so convinced it would work that I resigned from my job, and while working my three-month notice period, I spent my evenings developing my brand and writing a business plan. The name came from the most important day in the dating world – if you have a Saturday date, you've cracked it!

What happened next? I built a website using *WordPress* and developed the look and feel of my business, photographing friends as test clients, experimenting with locations, clothes and backgrounds. I also went on lots of free courses, which I found through the event platform *Eventbrite*, to learn about things like brand and social media. My unique selling point is photographing people so they come across as authentically as possible. That means treating a shoot with them as an adventure, making it as fun and as relaxed as possible in a place that reflects their lifestyle, for example, in a favourite café or park, or even a club or the gym. I also work with an amazing writer who helps with their written profile if they need it.

I created my website and got an ex-colleague to help me with my logo, and I developed my brand from there. I did a lot of social media and wrote guest blog posts for dating websites, such as *Guardian Soulmates* and *eHarmony*, to raise my profile. Slowly but surely, I got a steady flow of new clients.

After a year, I decided to invest some savings in some proper PR. That worked like a charm. I appeared in the news pages of the *Evening Standard*, and then *The Independent* and *Daily Mail*, and my phone didn't stop ringing. Gradually, I took on more photographers and opened in Brighton and Edinburgh. A breakthrough moment came when I appeared on the homepage of the BBC News website. The BBC had interviewed me but I didn't realise I was going to feature on their homepage. From 6 pm that day on, I've had calls from all over the world requesting my services, and had people wanting to come and work for me!

Unfortunately, as soon as a new idea is out there, people try to copy it. I employed a photographer who, I later discovered, was just working for me to learn my trade secrets and went off to set up a rival company. It hurt, but I learnt from it by staying one step ahead of everyone else and sticking closely to my values.

**ANSWER KEY**

**READING:**

1. expectations
2. cultural backgrounds (*accept* cultural background)
3. identity problem
4. empathy
5. embarrassed
6. fleeing
7. standards
8. panic, crisis (*in either order*)
9. loss
10. adjustment / adjusting

10 points

**VOCABULARY:**

- |                 |                  |
|-----------------|------------------|
| 1. B            | 6. vulnerability |
| 2. C            | 7. uncertainty   |
| 3. D            | 8. exposure      |
| 4. willingness  | 9. innovative    |
| 5. increasingly | 10. requests     |

10 points

**GRAMMAR:**

- |                  |                                |
|------------------|--------------------------------|
| 1. At (at)       | 9. its                         |
| 2. who           | 10. out                        |
| 3. being         | 11. have                       |
| 4. could / would | 12. both                       |
| 5. forward       | 13. .... to be the cause ..... |
| 6. on            | 14. .... having to walk .....  |
| 7. with          | 15. .... no access to .....    |
| 8. up            |                                |

15 points

**LISTENING (award 1/2 a point if all words in the statement are correct)**

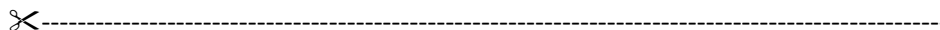
1. dating online / online dating
2. marketing experience/marketing skills
3. research
4. developing (*her*) brand
5. locations (*and*) backgrounds (*in either order*)
6. authentic
7. logo
8. guest blog
9. BBC homepage / BBC website
10. rival company

5 points  
**40 points**

**ROLE – PLAY**

**STUDENT:**

You are flatmates. Yesterday your flatmate organised a party at your flat when you were not there. You've arrived today and found the flat in a terrible state. Your friend didn't tell you about the party. You need to talk to him/her and suggest certain rules. You also don't like some of your flatmate's manners, for example, keeping his/her dirty bike just inside the front door, stealing your food from the fridge, having his girlfriend (her boyfriend) stay overnight, etc. You are the first to start the dialogue.



**Olympiáda v anglickom jazyku, 30.ročník, okresné kolo 2019/20, kategória 2B riešenia a úlohy**

**TEACHER:**

You are flatmates. Yesterday you organised a party at your flat when your flatmate was not there. You didn't tell him about the party, moreover, you didn't have time to tidy up. You feel your flatmate might be angry considering there are other things which irritate him/her (keeping your dirty bike just inside the front door, stealing his/her food from the fridge, having your girlfriend (boyfriend) stay overnight). Now he/she wants to talk to you.

PICTURE – STORY

**Based on the picture,**

create a story in which a conflict situation occurred at a workplace. Include the reasons for such a conflict, the behaviour of the people involved and the solution.



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