

Delivering the World Challenge image Taking that all important picture...



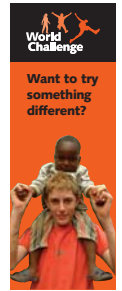
We understand that taking a great picture is all about being in the right place at the right time, it's that instant that can capture so much about the experience, those are the images we need you to capture for us.

So we thought the least we could do is offer you a few pointers on the kind of thing to look out for when taking your photo.

As you might know we have undergone a brilliant new re-brand, and this presents us with a great opportunity to adapt and develop our approach to all our promotional material, be it brochures, all the way through to exhibitions and displays.

So when your out there tackling the 4 elements, look out for that all important image, you never know your photo could turn up on the front cover of our next World Challenge brochure
Good luck and enjoy!

Send your photos to the Marketing department at the address below. Note: Please submit images in the largest file size on cd if possible.



When you are taking the shot make sure your camera is set to **Superfine** or the maximum resolution possible which allows us to make the most of your shot for print and promotional usage.

WIN : We'll pay you £300 for the photo that we use on the front cover of the new brochure.

Delivering the World Challenge image Looking for inspiration...



Some words of inspiration...

energetic, enthusiastic, engaging, colourful, adventurous, majestic, dedication, vibrancy outrageousness, commitment, hands-on, success, challenging, unique, team-building, natural, exciting, inspirational.



Some things to look out for...

that interesting angle, a different way of looking at the subject, focus in on detail, is there something special, can it tell a story, communicate emotion, capture the moment, can your image feel like the next best thing.



Some things to check first...

1. is the camera resolution high enough
2. leave us room to crop your original
3. encourage some emotion
4. watch out for sun behind the subject
5. take more than one, just to be sure
6. never put you or your group at risk!