



WHY GENERIC STOCK PHOTOS ARE FAILING YOUR APPRENTICESHIP RECRUITMENT BRIEF

16-18 YEAR OLDS CAN SPOT "FAKE" INSTANTLY. ARE YOU SHOWING THEM THE TRUTH

2026



THE "CORPORATE HEADSHOT" TRAP"



When Veolia or British Airways need to recruit the next generation, smiling people in meeting rooms don't work.

YOUNG PEOPLE NEED TO ANSWER ONE QUESTION: "CAN I SEE MYSELF DOING THAT?"

**DON'T HIDE THE GRIT. SHOW THE CHALLENGE.
THAT'S WHAT ATTRACTS THE RIGHT TALENT**



THE SOLUTION - AUTHENTICITY

REAL PPE. REAL MACHINERY. REAL WORK ENVIRONMENTS.



SHOW MODERN TECH



IT'S NOT JUST MANUAL LABOR



Modern apprenticeships are sophisticated and technical.
Your photography needs to prove it.

Show the digital transformation in your industry

DIVERSITY & INCLUSION

**IF THEY CAN'T SEE IT, THEY
CAN'T BE IT**

Diversity stats are important, but visual
representation is powerful





MENTORSHIP (THE SELLING POINT)



THE TRANSFER OF KNOWLEDGE

Recruitment isn't just about the job; it's about the support
Show parents and applicants that they will be trained by
experts

UNDERSTANDING YOUR WORLD

I'VE SPENT 40 YEARS PHOTOGRAPHING FORTUNE 500 INDUSTRIAL ENVIRONMENTS

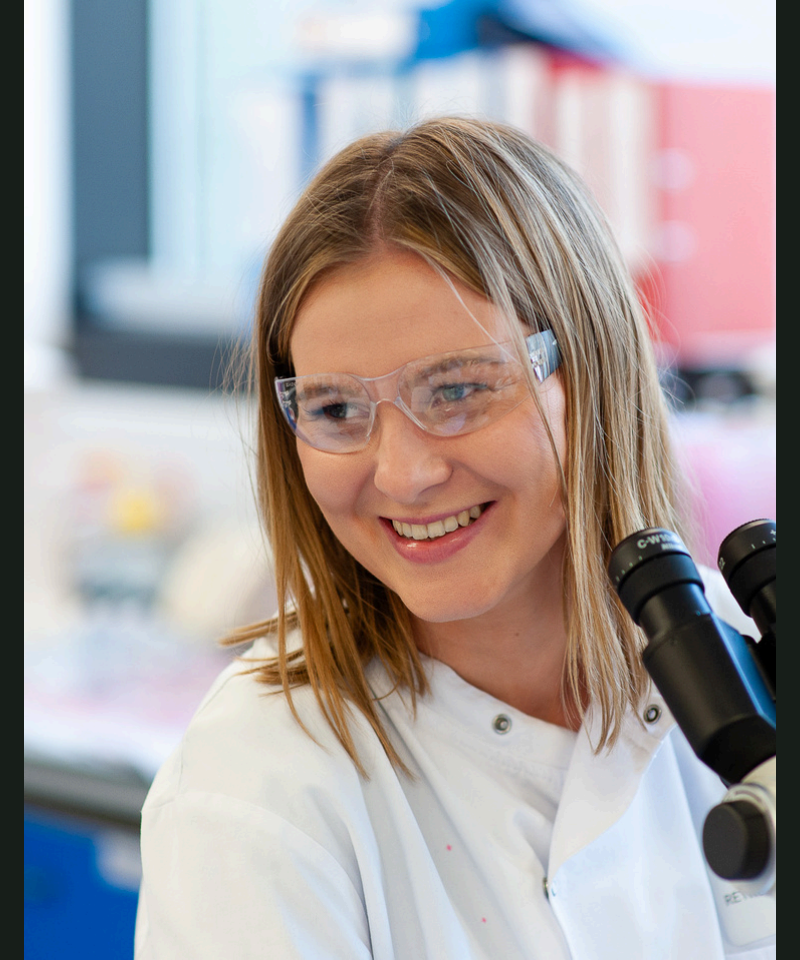
- Full PPE & RAMS compliance
- Minimal operational disruption
- Work held in National Portrait Gallery



TYPICAL PROJECTS COVER:

1. TRAINING ENVIRONMENTS
2. OPERATIONAL FACILITIES
3. PEOPLE & CULTURE

• RESULT: 200+ IMAGES FOR SOCIAL MEDIA, BROCHURES, AND WEBSITES.



**A COMPLETE
LIBRARY IN 3 DAYS**

THE TIMELINE (URGENCY)

26

DON'T WAIT UNTIL THE BROCHURES ARE
BEING DESIGNED

Planning for 2026 Intake?

NOW IS THE TIME TO
COMMISSION YOUR
VISUAL ASSETS



LET'S BUILD YOUR IMAGE LIBRARY



BASED IN BARRY

07790 884050

BOOK A CONSULTATION

www.chrisgeorge.net

GET IN TOUCH

info@chrisgeorge.net













Please leave this scale clean(as in picture) when you have finished using it. If you find it dirty when you come to use it please report it to Sharon couglan or Bobby clarke

5 MINUTES FOR AS
Before you start work in the cabinet
Check:
- Is the cabinet in good working order?
- Is the cabinet clean and free of clutter?
- Is the cabinet door closed?
- Is the cabinet door properly latched?
- Is the cabinet door properly sealed?
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CE 8000











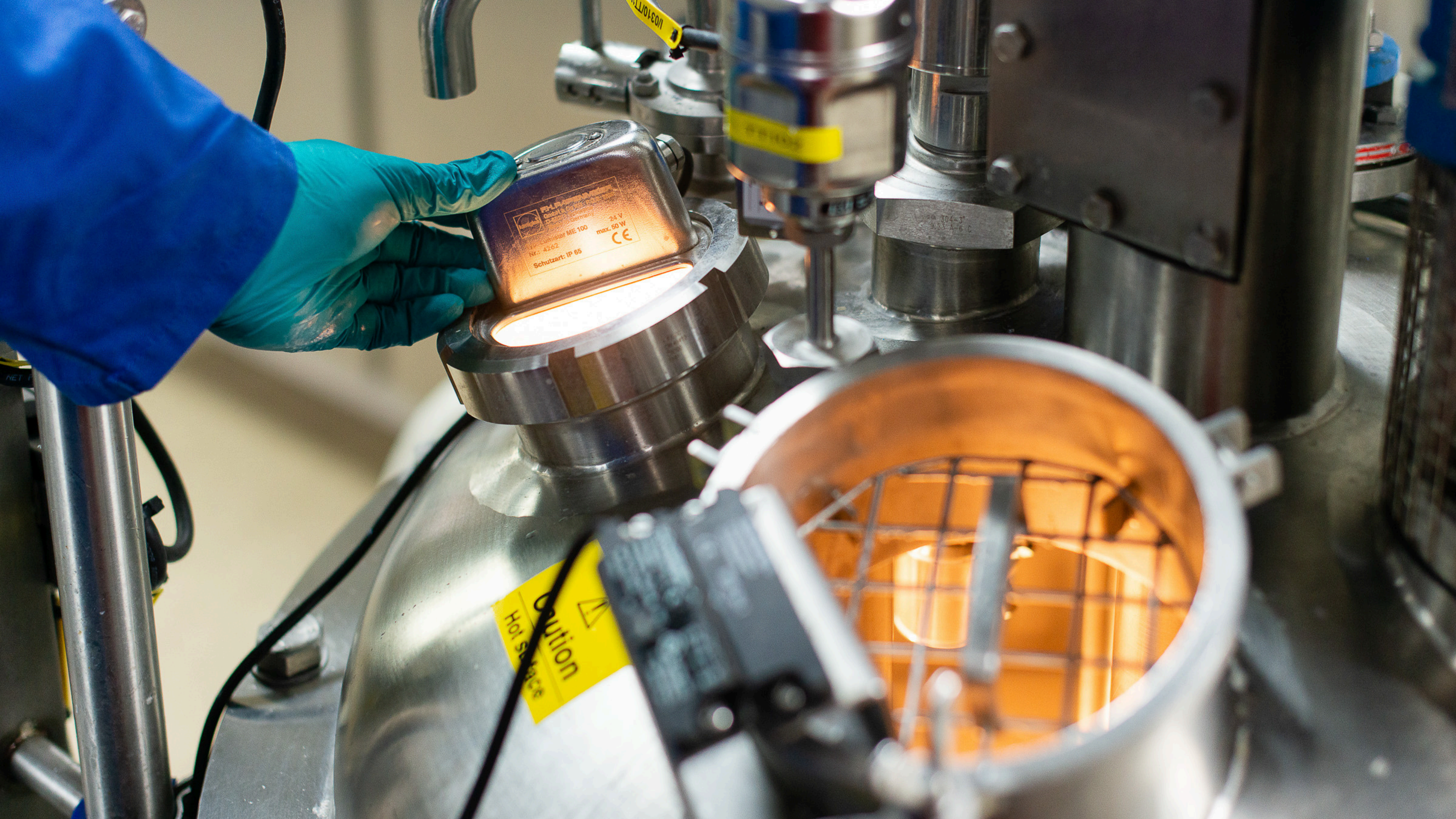




Hep2
Log-BT-2015-056
Prep: 30 Mar 2015
Exp: 20 Apr 2015
BN: S/10







Caution
Hot Surface

P-H... GmbH...
24 V max. 50 W CE
Nr.: 4262
Schutzart: IP 65

















