



 **CHRIS
VAUGHAN**
PHOTOGRAPHY



A bit about me...

Chris Vaughan Photography is a specialist business, commercial and PR photography company based in Lincoln, Lincolnshire.

The business was launched in 2011 by Chris Vaughan with the aim of providing clients across the UK with the best photography for their needs, using the latest technology to capture images that are powerful publicity tools.

Chris has worked as a professional photographer for 20 years, working with organisations and charities to create a visual representation of their business, team, ethos and values.

"I see my images as a vital marketing tool which attracts attention and creates positive talking points about a company. I want to help businesses improve their corporate image through the creative photography that I produce for them - all while enjoying the experience of having their photograph taken!"

Business & Commercial

Chris works closely with businesses to help them produce eye-catching marketing material.

By delivering fresh, imaginative photographs, Chris enables his clients to tell positive stories about their work. This can be in a variety of ways, including photographs for a new or refreshed website, a corporate brochure, a press release or for immediate use on social media.

A strong image on a website or printed literature attracts attention to stories, much like an attention grabbing headline, and many editors want eye catching imagery to fill their pages and websites alongside a story. Chris uses a wide range of styles and photographic techniques to best portray a client and communicate the company's key message visually.

"The key to my success is that I believe in working closely with my clients - be it directly or via PR, marketing or communications agencies - to understand the targeted destination of the images in order to deliver imagery that ticks all the right boxes."

Chris has developed innovative systems that can deliver images immediately to clients for social media, which is essential during live events. This is a great tool to build engagement, gain publicity and build relationships with guests and sponsors at conferences, awards presentations and corporate events.





"We have been delighted with the level of service and professionalism from Chris. His photography is of the highest quality. Thank you for your great ongoing work!"

*Shaun Cole
Born Agency*





PR & Comms

Chris has worked with numerous PR and communications departments, both internal teams and agencies, to produce images for a range of sectors.

Chris' images have been used across local, regional and national media to attract positive publicity for a number of businesses and organisations.

"I pride myself on my attention to detail, as consistency can make or break an image. Something as simple as making sure team members are wearing the correct uniform can be as important as the overall composition of an image itself."

Changes in the world of journalism, combined with the lines between traditional PR, internal communications and marketing blending together has increased the need for content that makes a company stand out against its competitors. Chris aims to help clients achieve this by producing images that draw attention and can be used across a number of channels, helping organisations get the most out of their content.

"I am a firm believer that the key starting point to any piece of corporate communications is the image used to illustrate the piece."



"Chris' photos of a recent Post Office branch opening really captured the sheer joy of the community, who were celebrating the new Matley branch!"

*Sheila Tapster
Post Office*



Business Portraits

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"I worked with Chris to get some new business pictures I could use on my website and social profiles. Don't think I could have got away with my headshots from when I was 21 for much longer!"

I try not to take myself too seriously in business, so we got some natural and casual shots outdoors and in my favourite coffee shop.

I'm really happy with the results and would definitely recommend Chris to anyone looking to refresh their headshots!"

*Carys Blackburn
Rokit Digital*



Corporate Events

Chris has worked closely with clients over the years to develop a forward-thinking approach to photographing key events, helping them to achieve maximum publicity whilst respecting their guests.

Thanks to the power and reach of social media, quality and time are priorities for any business. By combining his photographic knowledge, experience and skill with the latest digital technology, Chris ensures that photographs from events such as conferences and award ceremonies can be positive engagement tools during the event, and not something that can only be looked back on days later.

Gone are the days of photographers spending hours after a shoot in a darkroom developing and printing a roll of film!

"I have found that during certain shoots, in particular corporate events, supplying images directly from my camera for immediate use has helped clients to achieve greater reach and engagement on their social media as this gives them the power to combine live updates with professional imagery."

"What does this mean for my clients? Put simply, they are likely to add more value to their marketing, PR and communications from an event as soon as the shutter clicks - not just days later."





"I have the pleasure of working alongside Chris at many of our events and he always gets it right."

From the first initial conversation to post event and everything in between, Chris goes above and beyond, is personable, calming, a voice of reason, humorous and above all an EXCELLENT photographer. I'd have no hesitation in recommended Chris to any connections."

*Charlotte Watson
Lincolnshire Chamber of Commerce*



Drone Imagery

As part of a commitment to offering clients a complete service, Chris is pleased to be able to offer drone content.

The ability to capture visual content from the air is a powerful way to demonstrate the size and scale of a project or give a unique perspective of an area.

The visuals captured from a drone leads to content that gives great intrigue for our client's target market - achieving fantastic results for your marketing goals. Chris combines his background in photography along with the skills developed in acquiring operational authorisation from the Civil Aviation Authority to provide a legally safe and visually powerful service.

"Adding stunning aerial imagery to your companies marketing material is a powerful engagement tool for your marketing content."





"We commissioned Chris to undertake several photoshoots for our new website and have received excellent quality images to help showcase our completed projects."

We would have no hesitation of recommending Chris to any of our clients. He provided us with a quality and reliable service, with some fantastic images to use."

*Ashley Allison
Ryland Design*



Royal Mail



I've worked with Royal Mail for a number of years, providing images for both internal and external communications channels. In particular, I've worked closely with AB Publishing, and latterly Linney, the companies commissioned to produce Royal Mail's nationwide staff magazine, Courier, to capture engaging on-brand imagery.

Work for Royal Mail's external PR campaigns has included spending a week travelling to different sites to tell the story of the UK's youngest postman as part of charity fundraising efforts. I have also been trusted to document the turnaround of unloading and loading post onto a plane which was travelling from East Midlands Airport to Northern Ireland.

Like many organisations, Royal Mail has a uniform guide in place which must be adhered to in all branded photography, so I always have spare branded lanyards and high-visibility jackets ready for shoots!

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I've worked with Chris since the very early stages of my career as work experience at the Lincolnshire Echo, and from the very start of getting to know him I have found him to be supremely dedicated and professional in everything he does. Chris is my go-to photographer, regardless of location. He is thorough when dealing with a brief, but always provides more than you expect. His passion and dedication are strong points, but above all, he knows how to use a camera, too. I can't recommend him highly enough.

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*Paul Smith
Senior channels manager
internal communications*



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The joy of working with Chris is not just the outstanding quality of the photos, but that he understands us as an organisation. His photos bring the Cathedral to life and capture not just the beauty of the building, but what it means to the people who work, worship and visit there. He's easy to work with, gets on well with everyone he meets and we consider him one of our team.

”

*Michelle Andrews
Marketing and communications manager*



Lincoln Cathedral



I work with the iconic Lincoln Cathedral to ensure their image library is regularly updated and refreshed. The team recognised the need to update their previous image library, which had become dated, and now we work together to shoot photos that can be used across a range of marketing channels.

As well as taking photos of the Cathedral itself and services throughout the year, I've captured the people that keep the historic site running smoothly - from residentiary canons to cleaners. My images now form the basis of the current marketing strategies.

Born Agency



I've formed a close working relationship with Born Agency, a design and marketing company in Lincolnshire.

Together, we have worked on a number of projects for a wide range of clients throughout the UK, including England Netball, Fish4Jobs and Stepnell. This collaborative effort ensures that everyone involved understands the values, aims and objectives of the client and the project they've commissioned.

It's great to work side by side with a respected agency, and being their go-to photographer makes life easier for everyone - particularly for clients. Born can rely on me to turn up and do a great job, which reflects well on the agency as much as it does me.



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Born Agency have commissioned Chris for a number of years on a wide variety of projects and clients - the results have always been first class. Working with Chris is like a natural extension of our team, he always listens to our wants and needs and delivers on his promises. Chris understands how important it is to work within the brief but also add's his value and expertise to the project.

We have built up a great working relationship with Chris and have complete trust in him and his talent to deliver what is needed for our clients - weather its a small or large photography shoot, you can always rely on Chris to be there on time and help build your brand/vision.

*Ben Trafford
Creative director*

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Whether it's a goal celebration, new signing, kit launch or team photo, Chris captures unbelievable imagery which helps tell the story of Lincoln City FC. We've been fortunate enough to have a very successful period on the pitch during the last few years, and Chris has captured every moment. He's professional, reliable and talented, and we thoroughly enjoy working with him.

”

*Jake Longworth
Head of communications*



Lincoln City



I've photographed exciting matches, new players and commercial elements for Lincoln City Football Club since 2000, including during the last few years of cup runs and back-to-back promotions. From goal celebrations to kit shoots, I've told the story of the club for its fans and the public for more than 20 years to promote club engagement and support external messaging.

These images - often branded within commercial agreement guidelines - lead to huge levels of engagement on social media and have contributed towards the club being nominated for a digital campaign award. On one occasion, a photo of a group of players celebrating reached 140,000 Facebook users in 36 hours.

Fizzco Projects



From starting out as a Christmas Tree Farm, Fizzco Projects have grown to be one of the UK's leading Christmas decoration project management and installation companies.

The organisation, which celebrates Christmas 365 days a year, transform commercial areas into winter wonderlands.

With the company growing and securing even more contracts, they wanted their marketing output to match the vision of the company, and provide visually stunning engagement tools to help sustain the business growth

Various projects have been shot for Fizzco, including replicating images shown in proposal documents to show how closely matched the plans were to reality. Moving footage was also captured, including fly-throughs of shopping centre, with a drone. This often led to shoots being undertaken late at night once centres were closed to the public.

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Brilliant photography and even better service!

The nature of our business means every project is different from the last, and Chris perfectly captures the individuality of each one. Working with Chris is a collaborative process, and is what makes working together a pleasure.

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*Hannah Lockwood-Geck
Business development manager*






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