

## **Alternative Images Photography To Cover Sunday Times Best Company Awards For Eighth Year**

*The photography studio, which is based just outside of London, is proud to announce that it has been commissioned to work alongside the Sunday Times team for the eighth year running to produce corporate images for both the Award's hosts and companies that attend the evenings.*

November 5, 2012 (FPRC) -- The Sunday Times '100 Best Companies to Work For' Awards are held in the first quarter of the year and are hosted collaboratively by the Sunday Times and Best Companies. Participants can enter the 'Best Small Companies', 'Best Mid-Sized Companies' or 'Best Big Companies' categories depending on how many staff they employ.

The two host organisations conduct the Awards by assessing entries through the same unique process for both the Best Companies Accreditation and The Sunday Times 100 Best Projects. The process consists of two elements, an employee survey and an organisation questionnaire. However, workplace visits may also take place so adjudicators can gain a greater understanding of each company.

Over one thousand people are expected to attend the Awards, which are usually held across two consecutive evenings. The black-tie event, which has previously been hosted by celebrity personalities such as Kate Silverton and Fiona Bruce, has been held at various locations in London in recent times but has recently settled at the Battersea Evolution (previously named the Battersea Park Events Arena) due to the versatility of the venue.

The Awards are highly prestigious within the UK business community. To be included on the list is considered by participants to be an honour of the highest calibre, which is partly why Peter Austin, founder of Alternative Images, enjoys returning to photograph the event year after year.

"The sense of excitement surrounding the evening is second to none," he explains. "My role is to capture the anticipation felt by the attendees and produce slick, professional-looking imagery that can be used either within internal communications or as part of publicity campaigns. I will also work closely with the event producer to add image sequences to the show that complement the theme of the evening."

Images from the Awards will be displayed on Alternative Images' website in order to provide an easily accessible viewing platform for all those that attend.

Alternative Images provides corporate event photography to London, the Home Counties and across the rest of the UK. Founded by Peter Austin, a skilled corporate photographer with a great deal of experience in the field, the company specialises in commercial photography and strives to bring efficient and affordable commercial images to its clients. Visit <http://www.alternativeimages.co.uk> for more information or call 01923 450584 or 07710 099267.

### **Contact Information**

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