

# Dreams Agency

MODELLING AND PROMOTIONAL STAFF



## IN THIS ISSUE:

### NICHOLA'S NEWS

## OUR SUCCESS IS BUILT ON OUR EVENT STAFF



## Nichola's News

The third lockdown, whilst not a total surprise, has been tough on all of us, particularly on our mental health. Envisage plans for 2021 put on hold once again, and we would imagine it is the same for most businesses out there at the moment.

On the plus, there was a significant increase in new business start ups

in 2020 vs the previous year according to the ONS, so lots of new small businesses owners have a positive outlook. With the time we have had in lockdown 3, we are prepping for life post-lockdown. Working on a new acting website which will help clients search for the right actor, and integrating Dreams more into our business. Alongside that we are regularly blogging, emailing staff and keeping in touch with clients who are busy even in these circumstances. With the vaccine now being administered on a grand scale across the whole of the UK, we are feeling positive that the industry will be back up and running early Summer, and with plenty of people realising how important human contact and networking is to them, we are remaining upbeat, and hope you are too.



Nichola



## The secret to our success...event staff!

Even in the middle of December 2020 we managed to send out numerous our event staff on different jobs for a number of different companies.

### What are event staff?

Event staff are just that - they are suitable for any event, whatever that could be. That could be a one off event, a weekend event, or a longer term event. And the brilliance of event staff is that they are highly versatile.

They are confident enough to talk and manage customers if need be. They can be your brand ambassador, they can help sell if needed, and they can direct people in these COVID times - perhaps encouraging customers to sanitise their hands whilst giving them necessary information on the event.

### How do you fully utilise event staff?

Our event staff have been used to direct families to the correct area for a social distanced meeting with the great man himself (Santa!), they have been used at numerous fairs over the Christmas period - helping people with VR equipment, social distanced sampling, religious events and events in tier 2 areas which went ahead with social distancing measures.

Event staff can even be used as mascots or guide mascots. Mascots are a great promotional tool - they are used as a way to get people talking and can really put families - particularly children - at ease.

## Event jobs in December:

### Christmas Fair - 3 Staff

Help client put up signs for Covid, make sure people are walking around the venue in a one way system, checking tickets, car park duties

### Town Council- 4 staff

St John's Church Carol Service for around 100 cars. Guide cars, check car reg against list, guide into spaces, ensure people stay in cars during event, escort people to the toilet - ask to wear mask if they are not

### School - 2 staff

The School need you to manage the car parking facilities at peak times. Direction to parking spaces, asking drivers not to block certain routes/ points and to stop and challenge inappropriate behaviour including parking and speeding.



So get in touch if you require any promotional staff, modelling staff or just for a chat, we can't wait to talk to you!

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