

Dreams Agency

MODELLING AND PROMOTIONAL STAFF


OPEN

We have all had a taste of freedom! (well, a sample of it). So how have the recent changes helped your business? We have certainly seen a significant shift in businesses like yours getting in touch to push out various promotional activities.

It's been a challenge for businesses during the past 6 months not being able to promote their products and services. With retail and other businesses now able to attract customers, our agency has been able to help them get back out there and get noticed once again.

We hope you enjoy reading this issue and find the tips and advice useful.



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- Gym Sign Ups ✓
- Costume Performers ✓





Top tips for receiving positive publicity

If you have ever dabbled in PR you will have heard the phrase ‘what’s the hook?’

You need something to ‘hook’ the media in and want to cover whatever you are doing, or for it to feature in their publications/TV or radio slot. But remember – PR is also about forming relationships with current and new customers, so don’t forget them when you are working on your PR plan

So what is your message? Make sure it is creative, interesting; something different.

Tip 1 – create a relationship with your local media

It is worth creating a positive relationship with your local media, so sending info and press releases on to them regularly. This means they are more likely to feature something you have done if it is different or quirky – they already know who you are after all!

Tip 2 – Live Promotion

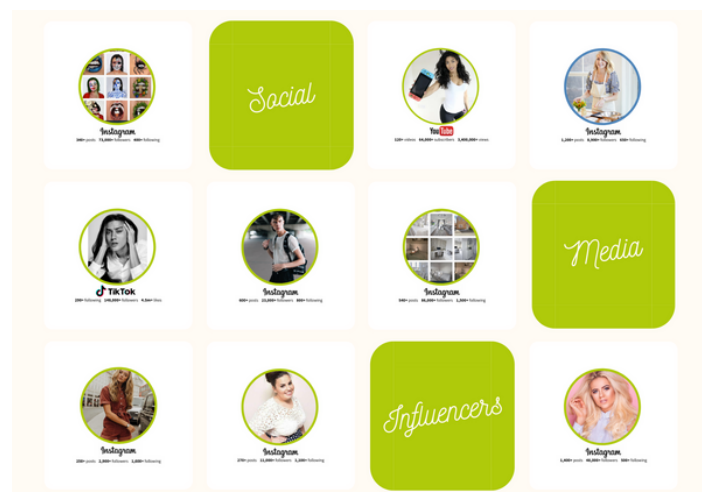
Using brand ambassadors or sales staff on the local streets, or further afield can really help. This is their job, they are there to promote your brand in the best way possible. Make sure your branding is on everything, T-shirts, balloons, giveaways – another way of getting free publicity. They can also take some great photos and send them in with your press release – a picture speaks a thousand words.

Tip 3 – Be Digital

Make sure your website and social are up to date and you are regularly posting and putting information on there. Make sure your “about us” is up to date and if you have a press release for your PR which they can go on and take – all the better. Added to that, how about a few hashtags? Always worth checking if they are being used already and if so, who is also posting on them. If it’s a competitor or something inappropriate, pick something different!

Tip 4 – utilise social influencers

Social Influencers are now crucial to a good brand strategy. They need to fit with your target audience and you need to decide not just who to pick, but what you want them to do? If it’s a product launch you could hire a number of different social influencers to promote your brand 2,3,4 times over the space of a few months and if they are comfortable speaking to the press, you could put them in touch to talk about what they like about your offering – be it a service or a product. With influencers, you can determine their focus.



Tip 5 – if it’s a launch event, make it fun!

For your events to be successful, the key is making them fun and memorable. No need to spend large sums of cash, but be creative and original. Hire actors, dancers, mascots and entertainers to entice crowds and please the journos who may show up. Our costume performers are great at getting people to relax, and are always a great picture op. They are more likely to report an event if fun is involved!



Do you think a vaccination passport would be a useful tool for the event industry?

There are arguments for and against but as festivals are selling out as soon as the tickets go on sale we still don't know if events will need to still have extra measures in place.

There haven't been any mention or guidelines for proof of vaccination given to event organisers, but it is being talked about. Boris said they are looking into 'Covid-status certification' and 'more testing'.

But event organisers are still planning and selling tickets even though there is a lot of uncertainty on possible restrictions, it's quite a gamble to take.

Arguments for a Vaccination Passport

- It is a brilliant incentive to get people to be vaccinated. Who wants to miss out on an event with their friends because they haven't had the jab?
- Will allow people to get back to basic freedoms quicker than others
- Will make travel so much easier because some countries may not let you in or you may need to quarantine on arrival

Arguments against a Vaccination Passport

- Validity, how will you know they are real unless they are done like the normal travel passports?
- How long would it take to implement the passports?

- If someone hasn't had the offer of a vaccine yet it could mean they miss out whilst other people can go to an event or on holiday. So, they may want the vaccine but not in a priority group so left at a disadvantage
- Privacy

There are so many arguments around having the vaccine and not having the vaccine there really isn't any right or wrong answer. But as a business supplying staff to the events industry anything that might see things open up quicker has a big thumbs up from us.



Mental Health and the Impact of COVID

The last 15 months seem to have passed so slowly but hopefully we are nearing the end of a tumultuous time. Lockdown and isolation led to many people being confined for long periods with little to no human contact. Being isolated from work and colleagues impacted on many people, so how can we nurture our mental and emotional health during such uncertain times?

- **Be kind** – take time to try and switch off from the news, social media and work
- **Get outside every day** – even at the height of the first lockdown, people were encouraged to take exercise every day. A walk in the park, along the seafront, in woodland or anywhere outdoors
- **Reach out** – the hardest thing to do when you feel low is to reach out but there are people out there who can and will help. As well as trusted friends and family, reach out to these organisations:

www.mind.org.uk

www.mentalhealth.org.uk

www.samaritans.org

Things are improving but things may not return to what they were – and we may need some help to adjust.