

Dreams Agency

MODELLING AND PROMOTIONAL STAFF

OPEN

It went to Rome and it didn't come home.

Despite the huge disappointment of missing out on penalties (again!) we have to be so proud of England team, they did us all proud.

Dreams also made it to the Euro finals with clients hiring brand ambassadors from us to help get their products in the public eye so that was a result (would still rather it came home though).

So the Euros are over 😞 but next stop... The Tokyo Olympics 😊 ! We will certainly be getting right behind the GB Olympic squad.

The Olympics are always a busy time for Dreams. Even with it being thousands of miles away companies love to promote and the marketing teams go into overdrive looking at new innovative ways of getting noticed. That's where we come in helping knit together all the crazy ideas marketing teams come up with.

So bring it on with your Olympic promotions ideas, we are ready for you!



IN THIS ISSUE:

DREAMS IN ACTION

DREAMS EURO'S 2020

EXPERIENCED BASED STAYCATIONS

RECENT JOBS

- Stewards/Marshals ✓
- Staff for EUROS ✓
- Actors & Models ✓
- Mascots ✓
- Sales Staff ✓
- Event Managers ✓
- Stand Assistants ✓



Dreams in Action

Wow, things really have taken a turn for the better in July. This time last year, Dreams Agency had no idea (like a lot of businesses) how we would survive. But 12 months later we are just as busy as 2019 thanks to our lovely clients!



Case Study - Wembley

We had two teams of Brand Ambassadors promoting our clients brand during the Euros.

The first team was to give out free promotional material at Wembley Stadium. The second team worked in a booth at London Potters Field Park. In this booth there was a VR station, photobooth and multiple games for the public to get involved with.

The teams carried out various tasks but had extra duties to ensure COVID guidelines were adhered too and all staff had to have a daily lateral flow test.

The staff enjoyed the job itself, spreading the patriotic spirit to the fans and the public.

Don't just take our word for it!

I would like to pass on our thanks to the actors who attended our programme at St.Bees.

We had excellent feedback as to what a great job they did, which made the programme really relevant and engaging for participants.

Goodfoot





Experience Based Staycations

Demand for experience based staycations is inexorably rising, and many industry experts believe that this trend will play an important role in post covid travel plans. Travelling in small groups, consumers are opting for staycations where they can learn something new, or participate in some kind of activity such as photography, walking, forest explorations, bushcraft, discovering local food by meeting producers, going paddleboarding or learning about the stars.

It is a form of slow travel, enjoying the journey just as much as the destination and allowing people to relax, try something different and meet people without feeling nervous about possible infection incurred through exposure at large events.

Such experience based breaks often involve staying in self catering accommodation, using caravans, motorhomes or going camping. Many hotels are already taking advantage of the trend setting up gincations, where visitors can stay a night or two and head over to a local gin distillery for tasting sessions and learn how to make a bespoke bottle or two of gin.

Earlier this year, the Unmissable England website was launched offering an extensive range of experience based holidays including yoga, walking with lamas and forest breathing.

Founder Chris Brant says, "The aim is to encourage customers to travel throughout the year and not just in high season. It gives visitors a sense of escape, of something special. This is the tourism of the future."

Merely looking at the sheer scale of demand for short break staycations, the number of caravans and campervans on the road this summer leaves you in no doubt that people want a break, but have moved away from the traditional two week holiday. Instead, more and more people are opting for shorter breaks several times a year.



It marks a major shift in consumer attitudes towards holidays and outside activities. For entrepreneurial businesses it provides a massive opportunity to take advantage of an emerging travel trend and develop new initiatives to match this new breed of holidaymaker.

Just think of the possibilities! Perhaps the new breed of travellers seeking stress free breaks will need people to pack and unpack luggage? Will there be a demand for chefs to offer bespoke catering in chalets, glamping tents, caravans and other self catering accommodation? What of the most stressful activity of all – trying to park an RV or caravan? Tales of newbie caravanners getting stuck in narrow lanes, or taking ages to park up?

Who knows – perhaps the biggest demand will be for parking marshals and valets!