

A FIVE STAR SERVICE

Find our more!

EXHIBITIONS
are back in business

1

BRAND AMBASSADORS

Giving away 450+ goodie bags was never going to be easy, without external help, so when a co-op store wanted to say thank you to the locals in the village, they turned to Dreams Agency for help!

Our staff hand delivered these bags to the homes of unsuspecting local residents, and just like the co-op's catchphrase, 'it's what we do!'

2

FESTIVAL HOSPITALITY STAFF

Sponsored by Playmobil, The Glow Worm Festival in Nottingham is one of the UK's only family friendly festivals, so when Dreams Agency was approached to supply both costume performers and promotional staff, we were only too happy to oblige!

If you need hospitality staff for your next event, be sure to get in touch!

3

HOSPITALITY MARSHALS

Everyone likes to get in on the action, so when a new TV show was being filmed in Coventry, the last thing the producers wanted was extra actors trying to take a leading role!

Our staff were on hand to ensure that the gathering crowds stayed behind the barriers and not the lens, and if the TV crew required any acting extras, our staff were on hand to help as well!

“With over 30,000 staff on our books, whatever your requirements, Dreams Agency can assist.”

RECENT JOBS THIS AUGUST INCLUDE:

- Hospitality staff for Goodwood
- Hostesses and staff for Indian weddings
- Hospitality marshals
- Brand ambassadors for the EUROS
- Hostess staff for a cycle tour
- Promotional staff to promote a brand of wine
- Flyer distribution to promote Coventry Uni
- MC/presenter for an online event
- Hospitality staff at Tough Mudder events
- Acting extras for a vegan drive-thru
- Promotional staff for a new Warburtons cake store





EXHIBITIONS AND CONFERENCES ARE BACK IN BUSINESS

by Nichola Clydesdale

It's great to see exhibitions and conferences starting back up again, but how can you ensure people want to stay all day?

It's a perennial problem for every event organiser. All too often, late afternoon sees a steady exit of attendees, leaving exhibition and conference halls with fewer people around. Instead of the buzzing sound of voices, with deals being negotiated or full auditoriums, the scene quickly turns to a depressing sight of empty seats and empty exhibition aisles. It's not just the visitors who disappear early either – speakers and conference hosts are equally likely to leave once their appointed time is up.

Instead of the event ending with a bang, the conference or exhibition fizzles out quietly!

It's not just the footfall that can decrease either. A significant amount of business can be lost too. Encouraging people to stay just that bit longer can result in potential leads, sales and data capture, whilst larger numbers late into the day are also good for the event's image.

Ultimately, the goal is to encourage visitors to stay longer – and a little bit of time and thought at the preparation stage can make all the difference!

Being hungry and thirsty is a powerful incentive to leave an event!

“Overtired or ‘brain fogged’ guests are most likely to leave prematurely.”

“Instead of the buzzing sound of voices, the venue can quickly become empty exhibition aisles.”

LOOK CAREFULLY AT THE SCHEDULE

By spreading out the sessions conscientiously, and not holding the most demanding and intense events in the morning will avoid tiring out the attendees too early! Overtired or 'brain fogged' guests are most likely to leave prematurely.

BREAK UP THE PROGRAMME

When planning a timetable of events, be sure to leave time between consecutive sessions to allow for relaxation breaks and refreshments.

PLENTY OF HOSPITALITY

Ensure that the food and drink on offer is varied and that attendees don't find themselves stuck in long queues.

Being hungry and thirsty is a powerful incentive to leave an event. As the organiser, be sure to have plenty of restaurants and cafes open serving refreshments.

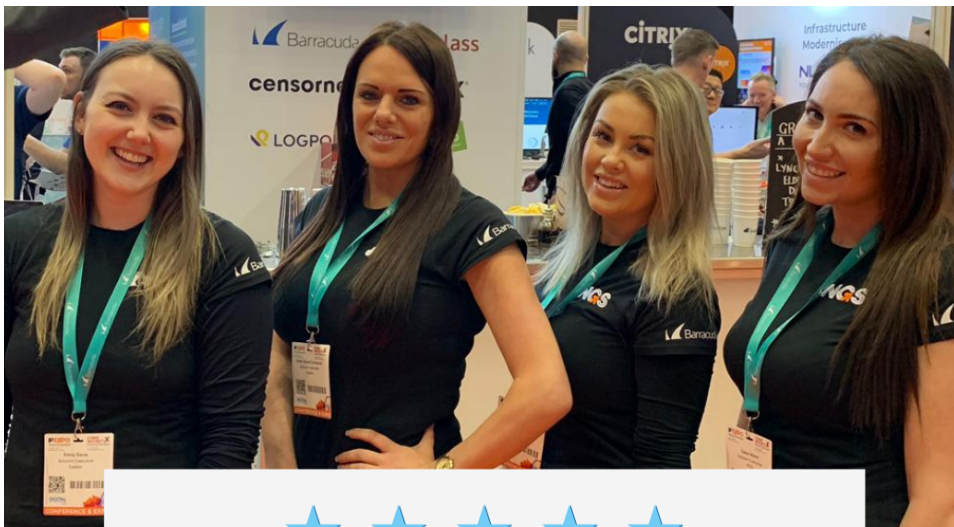
ADD SOME VARIETY INTO THE MIX!

Rather than simply timetabling a series of consecutive seminars, consider alternative ways to engage with visitors. Giving attendees something different to do, rather than just having to listen will provide much needed variety.

In the end, an attention grabbing keynote speaker, a special promotion or and unusual activity, designed to stimulate curiosity and possibly fun is more likely to encourage people to stay all day.

Samsung has been experimenting with offering 'Code Lab' at some of their recent events. Instead of attending one intense session after another, participants can go to the 'Code Lab' area for interactive and fun activities. Taking part results in the automatic entry into a raffle, that is only drawn at the very end of the event, and open only to those still present at the venue.

Make your next event a memorable one for all the right reasons with a little help from Dreams Agency should you need it!



“Excellent service provided by the Dreams team. They were responsive, very professional, and did an excellent job at our event. We will definitely be using them again!”

Dreams Agency
MODELLING AND PROMOTIONAL STAFF

NICHOLA'S TOP TIP FOR EXHIBITORS

Ensure your stand has an equal balance of staff to visitor ratio, as there's nothing worse than customers coming onto your stand, only to find there's no one available to see them!

Equally a stand with too many staff manning it just looks 'un-busy', so consider a mix of employees and agency staff to create the perfect equilibrium!

DREAMS AGENCY ESSENTIALS CHECKLIST

We know there's a lot to think about once you've made the decision to exhibit at a show.

Planning ahead will ensure that you'll get the most out of your stand and exhibiting.

by Nichola Clydesdale

1

DISPLAY STAND ELEMENTS

Do you require pull up banners or literature racks? Have you ordered your stand lighting, electrics and audio-visual equipment? Do you need additional staff to help man your stand?

2

PROMOTIONAL LITERATURE

Do you really want to be giving away your 200+ page catalogue when a simplified flyer or leaflet will suffice?

3

BRANDED STATIONARY

Everyone loves a freebee, so why not give them a pen that they're sure to use and keep!

4

PRIZE DRAW

Capture data and the attention of potential customers with a 'prize draw' giveaway which involves customers having to simply fill in a postcard?

5

ONLINE ACTIVITY

Remember to shout about your forthcoming exhibition on your social media channels, and always include a stand number!

6

PR

Each event has a dedicated organiser PR team, so be sure to utilise them!

7

DIRECT MARKETING

Tidy up your database and let your customers know well in advance the you'll be at the show!

8

PACK AN ESSENTIALS BOX

Along with stationary, be sure to pack a basic medical box, tissues, mints, energy bars and plenty of bottled water.



4.9/5
GOOGLE REVIEWS

With five star reviews, trust Dreams Agency for all your modelling and promotional staff requirements