

**DARE WE
USE THE
'C' WORD
ALREADY?**

It'll soon be here!

**EXHIBITIONS
are back!**

SEPTEMBER 2021

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If you read our August newsletter, you will have seen that the events industries, and in particular exhibitions are well and truly back in full swing!

It's been a pleasure to help so many of you with temporary hospitality and sales staff for your exhibitions during these last few weeks. Like all our work, our exhibition and events jobs have been diverse.

As well as providing ongoing staff to ensure these events and exhibitions run smoothly and are covid compliant, we've been busy promoting a coffee brand on an exhibition stand.

We've also recently supplied flyering staff to raise brand awareness and attract people onto the client's stand, and even staff to steward at a dogs Olympics event.

It's been so good to be active at these types of events, as providing staff for exhibitions is something that we both love to do, and 'do really well'.

Whilst the calls just keep on coming to assist at events such as these, if you do require the support from specialist temporary staff, we currently have

over 30,000 staff on our books, so we're almost guaranteed to be able to help, however urgent or last minute the request!

“Jemima Toms has been amazing on the British Motor Show stand. She is really proactive, friendly and knowledgeable and has been a delight to work with, so thank you.”

Kerry, Tonic Collective

28% of trade show exhibitors start planning their marketing less than four weeks before the show!

Our services aren't just limited to providing interfacing or promotional staff either – we also have staff on our books whose specialist areas include data capture, field marketing and lead generation.

These types of marketing might be something that you haven't considered before, but they can pay dividends, especially at an exhibition.

- It is believed that 81% of trade show attendees have the authority to make purchasing decisions.
- 46% of attendees attend only one trade show per year, so capturing their data is of paramount importance.
- The average trade show attendee spends 5.5 hours at a live event such as a trade show, so they'll be glad of any refreshments offered on your stand!

Don't panic! Help is at hand in the form of Dreams Agency, so be sure to give us a call and let us be the paracetamol to your exhibition headaches!



"We were very pleased with the staff supplied. They were both very professional & friendly and carried out tasks exactly how we wanted. They are a credit to Dreams and we wouldn't hesitate to use them both again."

Dreams Agency
MODELLING AND PROMOTIONAL STAFF

- 81% of exhibitors use email to follow up their trade show leads, but have you got the staff to capture these leads?
- 76% of exhibitors say that their event is integrated with their other marketing campaigns, another reason to capture quality leads.
- 22% of trade show exhibitors start planning their marketing around 4 months before the show, whilst 28% leave themselves only four weeks!

DREAMS TOP TIP FOR EXHIBITORS

Attending a show as an exhibitor can be a costly exercise, so be sure to leave adequate time to promote your business properly in the run up to the event or exhibition.

But remember, help is always available too!

“ For the last two months, Dreams has been providing the city of London with string quartets, jazz bands and singers to welcome everyone back! ”



RECENT JOBS THIS SEPTEMBER INCLUDE:

- Actors for a training conference
- A master of ceremonies presenter at a virtual book launch
- Exhibition sales staff to promote a coffee brand
- A compere for a music and arts festival
- Flyering staff to attract people onto an exhibition stand
- Hospitality staff for cycling tour events
- Event stewards for a dog Olympics event
- Costume performer for the game of Monopoly
- Actors for school safety tour
- Security staff at weddings
- City of London entertainment

WHAT'S COMING UP!

1

HALLOWEEN!

Talking of being frightened, with Halloween just around the corner, is your business in need of extras or actors to perform at your spooky event.

2

ABBA VOYAGE

It's no surprise that ABBA Voyage has become such a hot topic over these last few weeks, with a frenzy to buy tickets to see the band, albeit virtually.

3

UEFA CHAMPIONS LEAGUE

Considered one of the most prestigious football tournaments, the UEFA Champions League started earlier this month.

Like the delayed EURO 2020 tournament, Dreams Agency has been called upon to supply staff including people to marshal, along with promotional and hospitality staff.



Just another day in the office!



If you want Santa Claus to come to a town near you, don't forget to book him!

SANTA CLAUS IS COMING TO TOWN...

Dare we use the 'c' word already? It's true, Christmas Day is in less than 100 days' time and Santa Claus is sure to be coming to a town near you, but only if you book him and his trusted helpers!

This year has seen an unprecedented demand for pre Christmas visits from the guy in the red suit, with some calls and booking confirmations being made as early as June and July!

Our fabulous Santa's and their counterparts cover the whole of the UK. Working with leading

high street stores including John Lewis' and Next, the NSPCC, many zoos and even airlines and airports, hiring a Father Christmas is no longer just about children having all the fun!

Hiring elves, angels, fairies and Santa himself doesn't have to be for a set duration either. Whilst many of our Santa's are booked out for shopping centre grottos, from late November until the big day itself, other Santa's have made guest appearances at one

off events and office parties!

Not to be left behind, Father Christmas and his North Pole personnel have embraced technology and we can even organise a Zoom call with them for you!

Perfect for letting your staff know just how much you've appreciated them during these last two years, why not surprise your staff this Christmas with a little magical help from Dreams, the UK's no. 1 modelling agency.

“Surprise your staff this Christmas with a little magical help from Dreams Agency!”