

GAME, SET AND MATCH!



JUNE 2022

ANYONE FOR TENNIS?



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Summer is here, not only bringing with it the warmer weather, but the many sporting events that annually occur.

Pretty much as soon as the likes of the Grand National have taken place, it's back to back weekends in the sporting world calendar!

No sooner has the horse racing finished at Royal Ascot, than it's on to

the tennis at Wimbledon!

Along with the 54,000 tennis balls that are used every year at Wimbledon, a whopping 26 tonnes of strawberries are consumed - that's around 192,000 portions, washed down with around 276,000 glasses of Pimms and 132,000 glasses of champagne!

That's a lot of washing up and a lot of

hands needed to serve it!

In fact, Wimbledon is the largest single annual catering sport event, requiring 3,000+ staff for the hospitality alone!

No sooner than Wimbledon has finished, then our staff will be kept busy at the upcoming Commonwealth Games.



Held every four years, the last time these games took place in the UK was in 2002 in Manchester, and prior to that they were held in London, back in 1934!

Birmingham is sure to be buzzing over the next couple of months... It's been a hive of activity in the run up to the Commonwealth Games, and is sure to be busy during it, with an estimated 1.5 million extra visitors to the city over the course of the 11 day period.

Whilst we might not have any statistics for the amount of food and drink anticipated to be consumed, with over 1,000,000 tickets having been sold, and with more than 5,000 athletes taking part, there's a lot of mouths to feed and people to serve.

That's where Dreams can help, providing locally based staff to temporarily assist with hospitality, marshalling and stewarding, along with any other staffing shortages

your business may be subject to!

Our models can also act as brand ambassadors for your business, targeting demographic specific potential new clients with flyering or product sampling, and with the added footfall across the city this summer, surely there's never been a better time to get your message across, especially if your business is based in the Midlands.

“With temporary staff always available, who can turn their hand to almost anything, don't let the worry of staffing shortages spoil your next sporting event!”

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REVEL IN THE UPCOMING FOOD AND MUSIC FESTIVALS!

Given the recent publicity, it's no surprise to read that the hospitality sector currently has a significant shortfall of staff!

Having waited for so long to finally run events again, such as the ever popular food festivals, or for music lovers to be able to dust off their

tents and once again hear live music at the likes of Glastonbury, Wireless and Latitude, it seems a shame that a lack of hospitality staff could have a significant 'knock-on' effect on both takings and ultimately profit!

Having adequate staff to man your bar or refreshment stand may seem

like a logical suggestion, but if you simply can't find the staff to work them, what can you do?

Specialists in hospitality staff, Dreams Agency has over 30,000 models and temporary staff, ready and raring to work... so don't despair this summer and instead, be sure to get in touch!



SANTA SCHOOL IN THE SUMMER?

Whilst most of us are planning trips abroad, or days away here in the UK, and making the most of the warmer weather, at Dreams Agency the 'season of goodwill' is at the forefront of our minds!

Like last year, the enquires and booking confirmations for our fabulous Santa's and their helpers started coming in as early as May, and

by the end of the year, we sadly struggled to fulfil all the requests!

There's nothing worse than disappointing a child, especially at Christmas, so this year, to ensure everyone gets to spend time with the most magical man in the world, we're running a Santa School workshop!

With copious amounts of 'ho, ho, ho',

everyone's favourite guy in a red suit undoubtedly needs an oversized tummy, tell tale glasses aptly balanced on the end of his nose, that famous beard, and above all else, a beaming smile!

Book your Santa's and Christmas characters today and make umpteen faces beam this December!

“With copious amounts of 'Ho, Ho, Ho' don't delay in securing the big guy in the red suit for your event or business!”