

**New Year's  
Resolutions...  
simply a  
tradition or  
great for setting  
business goals?**

**2022...  
a year  
in review!**

GOAL LIST:

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# A YEAR IN REVIEW



## The National Running Show JAN. '22

**Location: NEC, Birmingham**

Our staff encouraged footfall onto the exhibition stands, and demonstrated the latest running wear and equipment to potential customers.



## ICE Gaming

**FEB. '22**

**Location: ExCel, London**

Our staff were required to promote the latest slot machines, by attracting the passing footfall onto the exhibition stand.



## March for Men

**MARCH 2022**

**Location: London, Glasgow, Birmingham and Leeds**

Dreams Agency provided marshals to ensure each event ran smoothly, directing people to their nearest point and guiding spectators as to the best viewing points.



## Grand National

**APRIL 2022**

**Location: Aintree**

Staff to work both in hospitality and as 'promotional girls' to attract punters to place their bets with some of the UK's leading betting names.



# A YEAR IN REVIEW



## Festivals

MAY TO SEPT. '22

**Location: UK wide**

Hospitality staff to work at bar and catering facilities, marshals to check tickets and carry out bag searches, and to direct people as necessary.



## Eurotunnel

JULY TO AUG. 2022

**Location: Folkestone**

The Dreams Agency staff were hired to engage with and entertain passengers, give away goody bags from the wooden chalet on the terminal shop floor and interact with children by making fun shaped balloons to take away, whilst bands played music to a reasonable level so it's enjoyable for everyone



## Queen's Jubilee

JUNE 2022

**Location: UK wide**

Temporary staff supplied across the UK to assist with additional crowds celebrating the Queen's Platinum Jubilee celebrations.



## Jurassic World

AUG. '22 TO JAN. '23

**Location: ExCel, London**

Dreams staff were hired to meet visitors to the Jurassic World interactive experience and scan tickets, work the photo booth so visitors can have their picture taken with dinosaurs, and staff to work in the shop serving customers and managing stock levels.

# A YEAR IN REVIEW



## Fruity Don

SEPT. '22

**Location: Coffee shop, London**

The queueing crowd of Dreams actors will be looking angry as someone is taking ages in the toilet, throwing their arms up and looking generally annoyed as they are filmed for a tik-tok advert.



## Pico

OCT. TO DEC. '22

**Location: London, Paris and Munich**

Demonstrating and promoting Pico VR headsets in Westfield shopping centres across the three cities to boost online sales.

All Dreams Agency staff attended a training day to learn about the headsets and how best to promote them.



## Chessington Garden Centre

NOV. TO DEC. '22

**Location: Chessington**

Santa to welcome children and families in one of our client's bespoke Grottos, engaging with them, asking them what they would like for Christmas and then handing them a ticket to the workshop where they will be able to select a gift.



## Ayora Management

DEC. '22 TO JAN. '23

**Location: Malta**

Santa and Elves to be at Santa's grotto in Malta, to greet and taking pictures with the children.



JANUARY 2023

YOUR NEW YEAR'S RESOLUTIONS UNDER ONE ROOF!



## SETTING A NEW YEAR'S RESOLUTION - SIMPLY A TRADITION OR GREAT FOR BUSINESS GOALS?

A new year, a new start and a perfect time to set new goals...

It's thought that around 30 million adults in the UK will make a New Year's resolution, which equates to around 58% of the UK's population, and the most common resolutions tend to be around weight loss, healthier eating or more exercise.

Unsurprisingly, only about 8% of people actually keep their resolution

for the year, with 22% failing in the first week alone, and 50% giving up on their goal after the first three months!

Those that do succeed in maintaining their goal tend to be the people who have written down their target, and the same applies to businesses.

A business without a plan or strategy is more likely to fail, and whilst creating one might seem daunting,

even having some simple key objectives spread across the year will really help.

So, whether you're considering hosting your first event, exhibiting for the first time or trying a different approach to your marketing such as flyering, or in-store demonstrations and sampling, Dreams Agency can help to ease your worries with experienced and professional temporary staff, wherever you are!