



Registration staff
with more
Va Va Voom!

**FULL STEAM
AHEAD IN THE
EXHIBITION
SECTOR!**



THE EXHIBITION SEASON IS BACK IN FULL SWING!

As the UK's leading supplier of temporary staff to the exhibition sector, we generally have staff assisting businesses throughout the year. Even when the festive period is approaching and exhibitions are more seasonal, we regularly have temporary staff at the NEC, ExCeL, Olympia and the SECC in Scotland.

Knowing which staff to put forward against each brief is just part of the comprehensive service that we offer.

if you've previously appointed Dreams Agency, there's a very good chance you'll want to re-book and have the same temporary staff that you've used before. But, if you're not familiar with how we operate, we always take the time to match the credentials of our high calibre staff to your brief, wherever possible choosing candidates who can assist your business with a number of the required skills. Equally, we always propose staff who are located in close

proximity to your event, which in turn will save you time and money as our staff are both local and have multi-disciplines, limiting the amount of temporary staff you will need for any one event.

With the exhibition season now back in full swing, whether you're looking for additional hospitality support, staff to engage with the exhibition footfall or teams to demonstrate your products, be sure to get in touch!

JANUARY 2023

A LITTLE MORE VA VA VOOM WITH DREAMS AGENCY!



REGISTRATION STAFF WITH MORE VA VA VOOM!

Whilst a Ferrari might not be the sort of car that goes un-noticed, clever marketing is usually required when it's for a more 'mainstream' car, particularly when so many named car brands are competing against each other for their customers.

It's usually fairly easy to draw potential customers into a car showroom, especially when the new '23 number plate is due to be

imminently launched, but all too often these customers are simply 'window shopping' on a Sunday afternoon drive out!

Ascertaining whether a customer really is in the market for a new vehicle is key, but if your staff are busy helping other customers, for every one that is purely treating your business as a 'drive through', another genuine customer might be leaving

with no contact!

Our *registration* staff are trained to quickly and politely assess whether a visitor is seriously in the market for a new vehicle, and act accordingly, capturing both their data and the relevant information.

Get your garage on the map with clever data capture marketing and a little help from Dreams Agency!



SNOOZE... YOU SANTA LOSE!

It might only be the beginning of the year but at Dreams Agency, it's never too early to be talking Santa Claus!

Like so many businesses, as soon as it's Christmas Eve, it's time to start planning for Christmas the following year, and it's no different here at Dreams, as so many of our most popular Santa's get re-booked time and time again!

In fact, it's just one of the many reasons why we host our annual Santa school in the middle of Summer. That way, we can recruit more and more

fabulous Santa's to fulfil the ever increasing number of bookings that we receive, making booking early even more important than ever, especially if you have a favourite

Father Christmas in mind.

Don't snooze this January... Instead, be sure to give us a call to reserve your special Santa today!

“Frank was a brilliant Santa and a lovely man. It was a pleasure to have him with us at World of Wedgwood.

His real beard made him into a really believable and authentic Santa and there has been great feedback from our guests. I am sure we would be delighted to have him back next year!”



MEET THE TEAM : MARTINA REHAKOVA

Every month the internal team at Dreams HQ gets bigger and bigger, so to ensure you can put a familiar face to the name, we like to focus on a member of staff.

This month it's the turn of our Business Administration Executive, 'Martina Rehakova' who always aims to be the best role model that she can possibly be.

12 THINGS YOU PROBABLY DIDN'T KNOW ABOUT RITA!

Q. What's your favourite film?

A. *Pulp Fiction*

Q. What you choose for your last meal?

A. *Ice cream every time!*

Q. How do you like to relax?

A. *I love nothing better than a long walk*

Q. What hobbies do you like to do?

A. *Photography, yoga and pole fitness*

Q. Where were you born?

A. *Kosice in Slovakia*

Q. What's your dream car?

A. *A Shelby GT*

Q. Where would your ideal holiday be to?

A. *By a lake in the middle of the hills*

Q. Whose you all time favourite singer?

A. *Frank Sinatra*

Q. What's your favourite TV show?

A. *It has to be Friends!*

Q. Who would you most love to meet?

A. *Melissa McCarthy*

Q. Whose your favourite comedian?

A. *Ricky Gervais*

Q. Have you got any pets?

A. *A cheeky English Bull Terrier called Misty*

DON'T JUST TAKE OUR WORD FOR IT!

"Oh my goodness we have had nothing but amazing feedback about our Santa, and can't thank you and him enough! His communication was brilliant, he knew exactly what we wanted and expected, but also went above and beyond to speak to all our guests afterwards. We will definitely be booking again next year!"

GSP HOSPITALITY, DECEMBER 2022

WHAT WE'VE BEEN UP TO RECENTLY...

- Quoting for staff for the ICE Gaming show held annually at ExCeL. Marshals for the car park at the Amazon Manchester site.
- A Santa to have pictures taken with pets and families on behalf of Pets N Plants.
- A Santa to interact with fans at the Aston Villa football ground.
- A Santa and his elves flown out to Malta for a six week grotto at a resort on behalf of Ayora Management.
- Santa for a PR shoot encouraging flu jabs at Boots booked by The Pharm Global.
- A mascot performer to interact with guests at the Bath Rugby game.
- Car park marshals to help with a light up National Trust trail walk.
- Santa's to work in the grotto's of The Fenn Bell Conservation Project.
- Umpteen Santa bookings, which in the run up to Christmas were about 80% of the enquiries we received.
- Security staff for numerous jobs across the UK.
- Staff to assist at many of the Christmas exhibitions including the Festive BBC Good Food show.
- Animation staff to interact with guests waiting to get on the Eurotunnel.