

T.E.G. Talks

..... THE ENVISAGE GROUP



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We do things differently (#trustenvisage)

NICHOLA'S NEWS

Why should I Hire a Professional Event Manager for Promotions and Campaigns?

Your next event could be a fun-packed day of giveaway and sales or it could be a week-long event that sees you travel across the country. No matter how big or small a promotional event is, it is important. There are goals that need achieving and objectives that must be met.

With so much time, effort, money and resources poured into a promo campaign, you want to reap rewards... you need an events manager.

Our event managers can ...

- **support/motivate/direct promotional staff** – hiring promotional staff is only half the story because at the event,

depending on the size, number of staff hired etc., you need someone to act at their go-to person. An event manager with experience will understand that for promo staff to really do their job well, they need support, motivation, direction and help too.

- **brief promotional staff** – an event manager will be the person responsible for briefing all promo staff.
- **be the one-point-of-contact for everyone** – from local press reporters wanting the low down on the event to promo staff arriving to take part in a specific activity; everything and everybody should touch base with the event manager at various points during the day, freeing you up to manage and network at the event.
- **coordinate and share changes to the schedule** – when there needs to be change, the event manager can instigate it and share it so that everyone knows the new arrangements – what they should be doing and when.
- **feedback** – how things can be improved for next time is so useful particularly from someone who has helped you manage the event.



Do you need to hire an events manager?

Fiendishly brilliant at organising, whilst remaining calm, professional and being able to see the bigger picture why would take the chance and not hire a professional events manager?



Promo staff spotlight - Jack Lewis

Q1. Name and region you work in:

Jack Lewis, Kent and parts of London

Q2. Describe yourself in one word:

Creative!

Q3. Promo work specialism

Outside of promo work I also have a job in sales, but I mainly event manage or team lead, and alongside that I meet and greet.

Q4. Time in the promotional industry

7 years. There's a moment of clarity!

Q5. What do you like most about your job?

I love working with different people, learning

different skills. You have to be quite flexible in promotional work and I really enjoy that. I also really enjoy event management when it includes setting up stands for events and then running them; you can get completely immersed.

Q6. What has been your favourite job so far?

Eurotunnel has been brilliant. We run activities for kids to do whilst they are waiting in the terminal. The kids love it, the parents love it. It keeps a smile on the kids faces in a place that can be just another part of a journey somewhere. I do believe we are remembered after they leave – it's such a great thing for Eurotunnel to do.



A day in the life of an Event Manager



We spoke to Lydia Watkins, one of our most experienced (and organised!) event managers, to find out what a day in the life of an event manager is like...

So can you describe a typical Event Manager day, Lydia?

A day in the life is a tough one, as all jobs are different!

The night before a job I check the brief again and make sure I have enough information on the event and what is expected of myself and the staff.

I always get there early on the first day, so I can get used to the surroundings, and I can have a chat with the client. I can then find out any specifics that they want from us as a team. Sometimes the client isn't there, so I get there early and message the staff so I can confirm a specific meeting place

(this can often be the biggest issue for promo staff getting somewhere on time, unless they know the venue well).

I then have a briefing meeting with the staff; expectations for the job and what everyone's roles are. I then send out people to specific positions, and then try to keep myself in a mobile position so I can keep an eye on things.

I work out a break and lunch rota, making sure its completely fair on everyone (some might have a late start and a late finish and vice versa). Then throughout the day, I spend time checking on the staff, making sure there are no issues, that the staff have water, and they have the necessities to carry out the job (ie leaflets, pens, food samples etc) – the day goes by surprisingly quickly!

Communication is vital throughout, both with the client, with the staff and also with Envisage, so everyone feels really comfortable and confident that everything is going to plan. Towards the end of the day I check with the client if there is anything that is supposed to happen before the staff leave – this could be packing down



the stand or tidying up before going home. At the end of the day I like to gather the staff, say thanks and get any feedback for the next day.

That's one busy day, Lydia! What do you love about it?

I love making sure that everything runs smoothly from all sides; staff, client and Envisage! I like things being organised.

What has been your best job so far?

I really enjoy Luna cinema jobs; there are big teams to manage and organise, different staff on each job, lovely people who turn up for a good time and I get on really well with the Luna production team.



Event Managers - Our Hall of Fame!

	<i>Time in promotions</i>	<i>Jobs as events manager</i>
Luke CY	3 years	Global Games Sports, Playmobil
Lydia Watkins	4 years	Luna, pumpkin farm
Jim Bayes	3 years	March for Men
Victoria Rees	6 years	Moto GP, Home building and Renovating Show
Ian Chaplin	4 years	Prostate Cancer UK, Golf European Tour
James Price	7 years	MINI, Samsung, Advertising Week
Nina McIntyre	3 years	Kent police, Luna, Motorsport Vision
Fleur Piumatti	21 years	100 Gaga's, protest against closure of Smithfield Market
Adam Smith	2½ years	Sandown Mercedes-Benz, Global Games



Luke



Victoria



James



Fleur



Ian



Jim



Nina



Adam