

# T.E.G. Talks

..... THE ENVISAGE GROUP .....



## IN THIS EDITION...

- Pawprints charity news!
- Say cheese!
- Weird science facts!

**SEE  
INSIDE...**  
For your  
chance to win  
BSB tickets!

# We do things differently (and better)

## A WORD FROM OUR BOOKINGS MANAGER

**Positive thoughts are key to less stress, being more productive & broadens the mind and creates a life full of opportunities & possibilities.**

We are so grateful for the positive attitude that we are all surrounded by here at Envisage as it is a key factor to the energy, motivation and the confidence to achieve our goal not only in our working life but our life we live outside of work.

### **What does a positive attitude do within the work place?**

To have a positive attitude in the work place can assist you with daily challenges by having much more constructive & creative thinking which can encourage you to look for solutions instead of dwelling on problems.

Remember positivity goes a long way, it fills not only yourself but others around you with inspiration, belief in your own abilities and puts your mind set into expecting success not failure.

Our Envisage Way is a poster full of positivity which we live and breath in day to day life here at Envisage.

[www.envisagepromotions.co.uk/2018-envisage-year-in-review/](http://www.envisagepromotions.co.uk/2018-envisage-year-in-review/)

**GEORGE KELLY** Bookings Manager, Envisage Group



## 9 MORE Social Media Tips

Last month, we gave you 9 of the top tips that social media experts say are a must-do when it comes to promoting and growing your business via social media. We've found yet more great tips for you....

### **1. Don't ignore your followers**

You've worked hard to build your follower base so when somebody comments, shares or @mentions you, why wouldn't you respond?

### **2. Listen as well as chat!**

Social media is like a real-life conversation – you need to listen as much as you need to talk.

### **3. Give people a reason to follow you**

This means creating content that hits the mark. If you don't post or share stuff that people don't want to see, your brand won't grow on social media.

### **4. Collaborate**

Is there another brand that complements what you do, like a shoelace manufacturer joining forces with a shoemaker?

### **5. Use hashtags (but not that many!)**

We've all seen them, the #nonsensical #tweets #that are just a list of #hashtags. Hashtags allow people to find social media posts that are of interest to them and are powerful – so use them wisely.

### **6. You can sell on social media (but within limits)**

Your customers and followers understand the concept behind their favourite brand being online – but

they don't want discounts and offers rammed at them every time they log on.

### **7. 80/20 content mix**

The majority of content (80%) should be interesting/entertaining/helpful/funny and 20% should be about your brand, products and offers.

### **8. Tag your posts**

We put out tweets and use hashtags to attract the attention of clients we know will be attending a certain trade show as well as informative content for clients from another industry.

### **9. THINK before your tweet/post/share**

We all need to play our part in making sure that negative stuff isn't shared or given a voice that it doesn't deserve. Ask yourself 'is this something followers would expect from our brand?'

For more tips and tricks go to our website at [www.envisagepromotions.co.uk](http://www.envisagepromotions.co.uk)



## Charity case study

**Pawprints are a local charity who rescue dogs, they do a lot of fundraising locally and we have been liaising with them about working together in the future to raise awareness and to help in other ways possible.**

Over the past 6 months we have been collecting towels for them to use for their 'residents' and soon Paula from our Marketing Team will be heading down to the rescue center to hand them over and hopefully meet some of the doggies.

They are really proactive on social media, rehoming dogs, offering advice and also posting locally lost or found dogs.

For more information about their work and to help please visit their website at <https://pawprintsdogrescue.org/>





# Say cheese!

We all remember photo day at school. With hair brushed and tamed, our gappy-tooth grin loomed large from the photo on the mantelpiece for years to come.

It was a similar situation when the photographer called at Envisage HQ recently for a professional photo shoot of the office and us.

Not everyone is comfortable in front of the camera but we have Jack, a former model, showing us how it was done. As well as the professional headshots, there are also plenty of silly photos to raise a smile or two.

Head on over to the Envisage website to see the results of our recent photo shoot. You can admire our windswept look as we posed outdoors, battling the keen wind whipping across the fields next to the office, as well as find out more about Matt and his favourite movie, and George's dream car.

[www.envisagepromotions.co.uk/about/who/](http://www.envisagepromotions.co.uk/about/who/)



Paula was off work the day this picture was taken!



# Competition time!



Win a pair of tickets to **ANY** round of the 2019 British Superbikes by answering this simple question!

Who won the 2018 British Superbikes Championship?

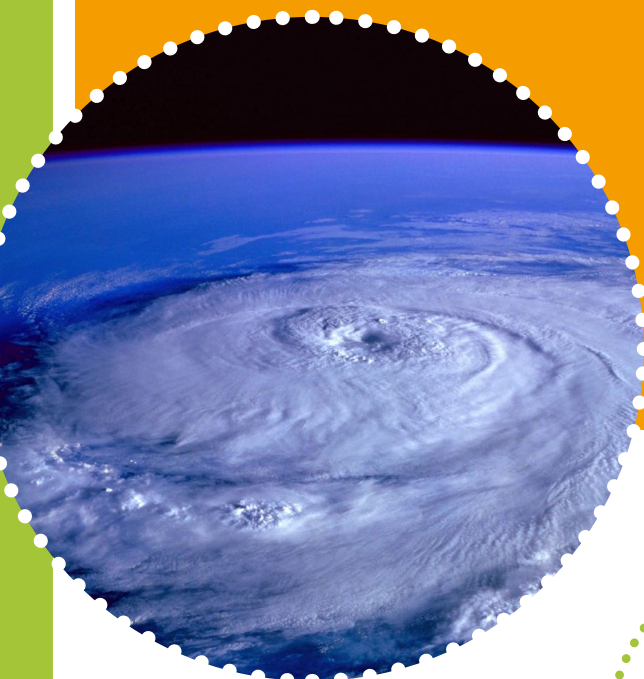
Email your answer to **marketing@envisagepromotions.co.uk** please put 'BSB Competition' in the subject bar, and which round you would like to attend (see dates below).

24–26 May	Donington Park (National)+
14–16 June	Brands Hatch (GP)
28–30 June	Knockhill
19–21 July	Snetterton (300)
2–4 August	Thruxton
16–18 August	Cadwell Park
6–8 September	Oulton Park (International)+
20–22 September	Assen
4–6 October	Donington Park (GP)
18–20 October	Brands Hatch (GP)+



# Weird Science Facts

- At any given time, there are **1,800 thunderstorms** in progress over the earth's atmosphere.
- **In space, astronauts cannot cry** because there is no gravity and tears can't flow.
- Most lipstick contains **fish scales**.
- **Leonardo Da Vinci** invented scissors.
- Recycling one glass jar saves enough energy to **operate a television for three hours**.



- A category three hurricane **releases more energy in ten minutes** than all the world's nuclear weapons combined.
- There is **enough fuel in full jumbo jet tank** to drive an average car four times around the world.
- An average of **100 people choke to death** on ballpoint pens every year.
- **San Francisco cable cars** are the only National Monuments that can move.

## Eugene's Final Thought

Every issue i'll be sharing  
something that makes me smile!

"People often say that motivation  
doesn't last. Well, neither does bathing  
- that's why we recommend it daily."

- Zig Ziglar



# envisage

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