

T.E.G. Talks

..... THE ENVISAGE GROUP



IN THIS EDITION...

- Client success stories!
- Bradders social media tips!
- Top 10 phobias!

**SEE
INSIDE...**

For your
chance to win
BSB tickets!



We do things differently (and better)

A WORD FROM OUR MARKETING MANAGER

The recent B2B Marketing Expo at London's ExCeL promised to deliver – and it did! I'll be posting about the experience on LinkedIn – look out for my article in the coming weeks.

I have a long list of action points but one is to increase reviews and feedback from you, our clients.

Google is a great place for reviews. We'd love to know what you thought about our customer service and people from your most recent experience with us. Leaving a review on Google is quick and easy. Just rate our service out of 5 stars with a description of what you think worked really well.

We're open to new ideas too, especially if you have feedback that will help improve what we do and how we deliver it – just drop me a line paula@envisagepromotions.co.uk

Here's to another great week!

PS Reviews aren't one-sided. We'll gladly reciprocate!

Charity news

In 2018 we chose to support charities closer to home and which are Rugby based.

We collaborated with The Friends of St Cross, based at the Hospital of St Cross. A number of our team started to volunteer with The Friends of St Cross, to visit patients who found themselves alone whilst in hospital. Nichola, Lee and Rita have all visited patients, spending time with them chatting and giving them a little bit of company.

Through our contact with some of the volunteers at The Friends of St Cross, we were able to offer our services to arrange a special visitor to pop in to see patients young, and not so young (and staff) over a few dates in December. Santa and his cheeky elves descended on the hospital and spent hours spreading festive cheer.

In 2019, we will again be arranging for special visitors to drop into the Hospital of St Cross during the festive period.

For find out more, visit our website at www.envisagepromotions.co.uk



Bradders social media tips

Part 3 – Social Media Marketing Resources

Expanding your knowledge of social media marketing is a key skill in modern business. There are many ways to do this:

#1 Traditional route course

A university degree course may be the right option for you. Not always taught as a standalone course, social media marketing is often a taught unit in business and/or marketing courses.

#2 Online learning

Online social media marketing courses are a viable alternative if you don't want to spend the next few years commuting to lectures and seminars at university.

#3 Free courses

If you feel you need to start with a slightly more basic course, take a look at online 'specialists' such as Google Garage and its Fundamental in Digital Marketing. Free courses from reputable specialists such as Google, Hubspot and others are worth considering.

#4 Social media marketing books

Aside from staying on top of knowledge by continually reading the latest social media marketing online articles – check out BuzzSumo for related articles for ones that are current and popular – or invest in a book or two for reference.

For the full article and more tips and tricks, visit our website at www.envisagepromotions.co.uk



Client success story

Sales & Promotional Staff at Crufts – NEC

What did our client want? The brief...

Our client had two retail stands at Crufts and needed hard working sales and promotional staff to help with sales, stocking shelves and engaging with the public promoting their dog food brand. They also required some strong people to help to set up the day before and to pack down on the last day.

What did we do? The delivery...

On one stand we provided Andrew and Andrea who both live locally to the NEC and are big dog lovers. Their duties involved setting up the retail stand each day and making sure the shelves were always stocked, and taking sales including managing the till.

On the other stand our client required three people to run their stand entirely by themselves which included:

- Selling their products and taking payments
- Ensuring as many customers as possible left with a positive brand experience
- Give all the doggies a treat and lots of cuddles!

How did we do? The results...

The client had a fantastic show and already re-booked the staff for the following year. Our client has been using our promotional staffing agency for the last four years. Not only at Crufts, but also at the London Pet Show.

To find out more and read the full case study go to our website at www.envisagepromotions.co.uk



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).

4–6 May	Oulton Park (International)*
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)+



Did you know...??

- The average person **falls asleep in 7 minutes**
- An average person will **spend 25 years asleep**
- Women blink **twice as much** as men
- Everyone has a **unique tongue print**
- You have **fewer muscles** than a caterpillar
- **You can't** tickle yourself
- The average human **drinks over 60,566 litres of water** in a lifetime



June's upcoming events

NEC – Birmingham

13–16 June BBC Good food show summer
28–30 June The creative craft show summer
29–30 June The dating show live

Olympia – London

4–6 June Infosecurity Europe
19–28 June The Art & Antiques Fair Olympia
19–23 June House & Garden festival

The O₂ – London

2–7 June Hugh Jackman:
The Man. The Music. The Show.
13–15 June Westlife

Glastonbury

26–30 June Glastonbury Festival of
contemporary performing arts

SEC Glasgow

22–23 June P!NK

Harrogate International Centre

9–11 June Hearth & Home Exhibition

Guildford

7–8 June Guildford Beer Festival 2019

Top 10 phobias

Did you know that around 18% of us Brits admit to being petrified of our eight-legged friends? But what are the other most common phobias? Read on and find out!

1. The fear of spiders: *Arachnophobia*
2. The fear of snakes: *Ophidiophobia*
3. The fear of heights: *Acrophobia*
4. The fear of open or crowded spaces: *Agoraphobia*
5. The fear of dogs: *Cynophobia*
6. The fear of thunder and lightning: *Astraphobia*
7. The fear of small spaces: *Claustrophobia*
8. The fear of germs: *Mysophobia*
9. The fear of flying: *Aerophobia*
10. The fear of holes: *Trypophobia*



Hi! I'm Eugene!

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

"People say nothing is impossible,
but I do nothing every day."

– Winnie the Pooh



envisage delivering smiles!

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