

T.E.G. Talks

..... THE ENVISAGE GROUP



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We do things differently (#trustenvisage)

NICHOLA'S NEWS

Happy Holidays!

We've all had experienced trying to 'fit in' time off from work when the job is so busy. Being tired 'of' work means that fatigue-induced mistakes are more likely to happen and motivation drops. Everyone needs a break!

Taking a holiday from work is essential for maintaining our health and emotional wellbeing. But when taking time off is hard to do, this is how I cut through the smokescreen of 'everything is too important!';

- **I plan ahead** – I pencil in dates for holidays well in advance so that along with other team members, we make sure we have all bases covered.
- **Share the load** – every team member has responsibilities but that shouldn't mean that only one person

should be responsible for delivering aspects of our service. I make sure that as a team, we know what each other is doing and, more importantly, HOW things are done pre-holiday, so I can relax when away; safe in the knowledge that the business is running smoothly.

- **I leave my work phone and laptop at home** – it's tough to do but let me tell you, there is no better feeling than taking a huge step away from the business for a short time.

The result of time away is phenomenal. I've had time to think. I've had space to come up with some ideas. And more than anything, I'm refreshed and ready for anything. So bring it on!



Packing tips - our top ten!

We work with many holiday companies and provide staff at airports so we regular witness travellers with various issues. You will find in our guide below ten helpful holiday packing tips.

1) Make your suitcase stand out.

To make it easy to identify your luggage from decorate it with stickers or ribbons.

2) Use ziplock bags.

You can group all your items such as your electrics, medicines, etc a lot easier in your case and they don't weigh anything. Also prevents anything leaking onto your other items

3) Roll clothes. To save space and stop your clothes creasing, roll your clothes instead of folding them.

4) Invest in luggage scales. To avoid being charged extra luggage fees at the airport.

5) Makeup. Stop powder & eye shadow cracking. Place a flat cotton wool pad in between the pressed powder and the lid to stop make-up cracking.

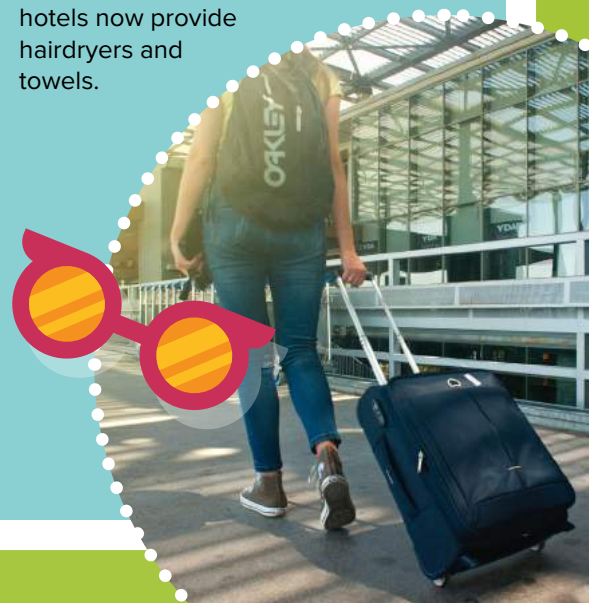
6) Keep a note pad. Use a note pad app to write down anything you may forget. You can then add this to a master packing list.

7) Buy a lightweight suitcase. Buying a lightweight suit case can save you 4 kilos of weight. Don't go for the designer ones as they are normally the heavier ones.

8) To travel wear your heaviest clothing like coats and shoes. You won't get weighed, just your cases!

9) Once you have finished packing, then have another look and take out at least a third. EVERYONE over packs!

10) Don't pack things such as shampoo and conditioner. You can always get them and normally much cheaper. Most hotels now provide hairdryers and towels.



Case study - Del Monte

Del Monte Fresh Produce is one of the world's leading producers and distributors of high-quality fresh and fresh-cut fruit and vegetables.

Adults consume on average 4.2 portions of fruit and vegetables per day in the UK.* Adults are aware of the importance of eating a healthy balanced diet and with the rising popularity of veganism (an estimated 3.5m people in the UK are now vegan), fruit and vegetable consumption is on the rise.*

Del Monte are the official fruit sponsor of the Lawn Tennis Association and are currently in the second year of a three year partnership. They have a presence at Nottingham, Queens and Eastbourne tennis events. The objective of the Del Monte sponsorship is to raise awareness of the brand, highlight healthy eating and introduce the brand to a younger audience. Del Monte also wish to emphasise their sustainability credentials and the freshness of the products they sell.

The brief

We were tasked, through Laura Palmer at Promotional Handling Ltd (PHL) who work in partnership with Del Monte, to provide staff for a stand which included samplers, mascots, brand ambassadors who interreact with customers and encouraged them to play a game, and a promotions manager who could look after the stand and the staff each day, and we were more than happy to help!

The staff who committed to the promotion went on a training day

beforehand at Del Monte HQ. There, they were given a brief of what was expected from them, history of the company and samples of the products to test beforehand so they were able to talk first-hand about the products they were sampling.

Event success and results

As Laura at PHL confirmed, the Del Monte campaign has been deemed a real success again this year. The team helped re-introduce lots of people to the brand. The higher/lower competition on the stand went down a storm and allowed people to really engage with the staff, as did the mascots, who were ready to help the team and engage with visitors when not in costume.

Laura said, *"overall we had a great mix of Envisage staff on the stands – some staff we had requested from the previous year as they had done such a fantastic job at promoting the brand. They were all hardworking, knowledgeable; there was a positive buzz around the stand which was perfect! I really trusted them to look after each event and the customers, and they kept up a regular dialogue with me which was reassuring. Special thanks to (takes a deep breath!), Hannah, Heinz, Hayley, Luke, Emily, Adam, Rachael, Zoe and James."*

* Gov.uk, July 2019

Eugene's fruity facts!

- ★ A strawberry isn't an actual berry, but a banana is.
- ★ Grapes explode when you put them in the microwave.
- ★ The world's most popular fruit is the tomato.
- ★ Coffee beans aren't beans, they are fruit pits.
- ★ Square watermelons are grown by Japanese farmers for easier stack and store.*



* www.factslides.com

Promo spotlight

Name and region: Luke CY, London

What do you specialise in? I'm an all rounder, I do most things. I enjoy interacting with people and learning new things.

How long have you been in promotions?
Three years

What do you like most about promotional work? I love the variety and diversity of jobs. Meeting new people, learning about their business, I like not being stuck in one lane! Every day is different.

What has been your favourite job so far? I did a First Direct commercial a few years ago for Envisage. It was an acting job (so good to use my skills!) and basically I had to interact with a vending machine that kept serving me the wrong food. So I had to really ham it up; get really angry and upset. It was such great fun and I got lots of feedback on the ad once it aired.

