

T.E.G. Talks

..... THE ENVISAGE GROUP



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NICHOLA'S NEWS

Cycling events grow in popularity – but what about behind the scenes?

Sweetspot is a cycling training term. It's the optimum point at which you cycle your best but it is also the name of a group that organises some of the best cycling events in the UK.

As a sport and hobby, cycling has long been a popular pastime. From our first wobbly turns of the pedal without stabilisers to an enjoyable summer's afternoon in the saddle, figures show that cycling is surging ahead in the popularity stakes.

And so too are cycling events. There is a lot of behind-the-scenes organising to do and so staging a cycling event in the UK is not for the faint-hearted. And on the day, you need marshals and stewards at every turn in the road. But races and events need people who understand the rules of these kinds of events and what they can and cannot do during it too.

We have trained marshals and stewards for hire for all kinds of events, including sport and road racing events.

This year, our trained stewards will once again be marshalling cycling events across the UK.

To find out more about our marshals and stewards service, just give the team a call on 0844 800 0071 or visit www.envisagepromotions.co.uk/services/event-staff/event-marshalls/ for more information.



Promotional services that make a REAL difference

Not all promotional services are the same. Some promise a lot and deliver little whilst others over deliver time and time again.

Our promotional models, brand ambassadors and sales teams are in the latter category which is why our clients come back time and again to hire staff for exhibitions and events at the NEC.

But why opt to invest in promotional staff?

Hiring promotional staff and service allows your brand to benefit in many ways including:

An upswing in sales – if your goal is for more sales at the Simply Christmas craft show, for example, or at the Grand Designs Live Birmingham show, you'll want to hire a team of experienced sales promotional staff with a proven record. And that's what you'll get when you come to us.

Raising brand awareness – it's tough in the world of retail at the moment and with so much relying on brand awareness, it makes sense to make the most of raising your brand profile at an NEC event this October. From brand

ambassadors walking the busy floor of a trade show to marketing and flyering staff at Dive 2019, we can help.

More success, more energy – a one-day event at the NEC is tiring. Now imagine doing it for two, three or even five-day events such as The Creative Craft Show at the end of October or maintaining energy levels throughout the busy five-day Motorhome and Caravan Show 2019. Promotional staff have the energy and the stamina to deliver throughout the event!

How to hire promotional staff for NEC events in October and beyond

All it takes is a phone call to our bookings team on 0844 800 0071 or email us at hello@envisagepromotions.co.uk. With our local, experienced and reliable promotional staff your time at any of the October events at the NEC will be even more successful!

Eugene's bike facts!

- ★ The first constructed bike was almost entirely **made of wood** and several thousand copies were built and used.
- ★ The **longest tandem bike** ever built had 35 seats and was about 67 feet long!
- ★ A bicycle **can stay upright without a rider** as long as it's moving at 8mph or faster.
- ★ The **most expensive bike ever**, a Trek Madone or the "Butterfly Bike" designed by artist Damien Hirst, was auctioned for \$500,000 at Sotherby's.



The Sweetspot of cycling!

SweetSpot Group organise cycling's Tour of Britain, the UK's biggest and most prestigious bike race. Taking place over eight days in September, it attracts some of the world's top cyclists and is shown live in 190 countries worldwide.

Last Friday it was in our county – Warwickshire – and we are really proud to support it with our promotional staff, who are booked through SweetSpot.

SweetSpot are cycling specialists and formed the Tour in 2004 to revive the event that had only been run twice in the previous decade. This is one of the events SweetSpot organise throughout the year. Grace said: "I started using Envisage in 2015; we use them for the hospitality tent – so they do bar work and waiting. On the bigger days we use an Envisage Event Manager and hospitality staff, so for this year's final stage in Manchester we used a team of eight staff. *"Envisage offer a really personal service, often sending us updates and reminding us that they are always there for anything we need."*

Laura and Stacey are two of the hospitality staff that Envisage provided in 2018 and 2019. They are both hoping to be picked again for next year! They know and understand the Tour well now and are comfortable in their roles. Stacey said: "The job is amazing. It's so much fun and great to meet so many people from all walks of life who have a love for cycling. *"Laura and I love the event so much – we are happy to travel quite far so we can be part of it!"*



SweetSpot

What's on at the NEC in October?

When it comes to a premier events venue, the NEC Birmingham is the one to beat! As you can imagine, we supply promotional staff for all kinds of events at the NEC and this October promises to be no different!

Here's what's coming up at the NEC in October

PPMA Total Show	1–3 Oct
Coach and Bus UK	2–3 Oct
Horse of the Year Show	2–6 Oct
The National Franchise Exhibition	4–5 Oct
Miniatra – The Dolls' House & Miniatures Show	5–6 Oct
UK Construction Week	8–10 Oct
Best Practice	9 – 10 Oct
Grand Designs Live Birmingham	9–13 Oct
Motorhome and Caravan Show	15–20 Oct
The World of Learning Conference & Exhibition	15–16 Oct
British Dental Conference and Dentistry Show	17–19 Oct
Festival of Enterprise	23–24 Oct
Destination Star Trek	25–27 Oct
The Vapor Expo UK: The Return	25–27 Oct
Dive	26–27 Oct
GCCF Supreme Cat Show	26 Oct
Advanced Engineering	30–31 Oct
Lab in Novemberations	30–31 Oct
Maintec – The Reliability Events	30–31 Oct
Saltex	30–31 Oct
Bricklive – Play, Create, Discover	31 Oct–3 Nov
Simply Christmas - The Crafty Christmas Show	31 Oct–3 Nov
The Creative Craft Show	31 Oct–3 Nov

Promo staff spotlight

Name and region you work in:

Adam Smith, London and a fair bit of International work.

Describe yourself in one word:

Optimistic!

Promo work specialism

I do everything but I do enjoy a bit of hospitality where you meet and greet, and brand ambassador work is great fun.

Time in the promotional industry

Two and a half years now.

What do you like most about your job?

The variety, I never know where I'm working and for who – I love learning quickly and thinking on my feet and this job certainly requires that at times. As a creative person myself, I really enjoy working with other creative people; be that the company I am working for or my colleagues on that day.

What has been your favourite job so far?

DelMonte at Queens. I love tennis so it was great to meet so many tennis fans and then at the end of the day when the DelMonte stand was shut, to go and watch some tennis myself – bliss!

