

Envisage
Our talent is finding yours!



Look what we did!

**2025 ENVISAGE
ACHEIVED 99.58%
ATTENDANCE RATE**

Across all events in 2025 over 18,000 staff booked
#truestory

February Highlights



Egg-cellent Profits: How to Turn Easter Into a Sales Surge

Easter is coming and with it, families ready to get out and about.

If you're planning activities across the long weekend, check out our Top Tips, simple, commercially focused ideas designed to increase footfall, dwell time, engagement and spend.

★ Trustpilot
★★★★★ 4.9

Google
Reviews
★★★★★ 4.8

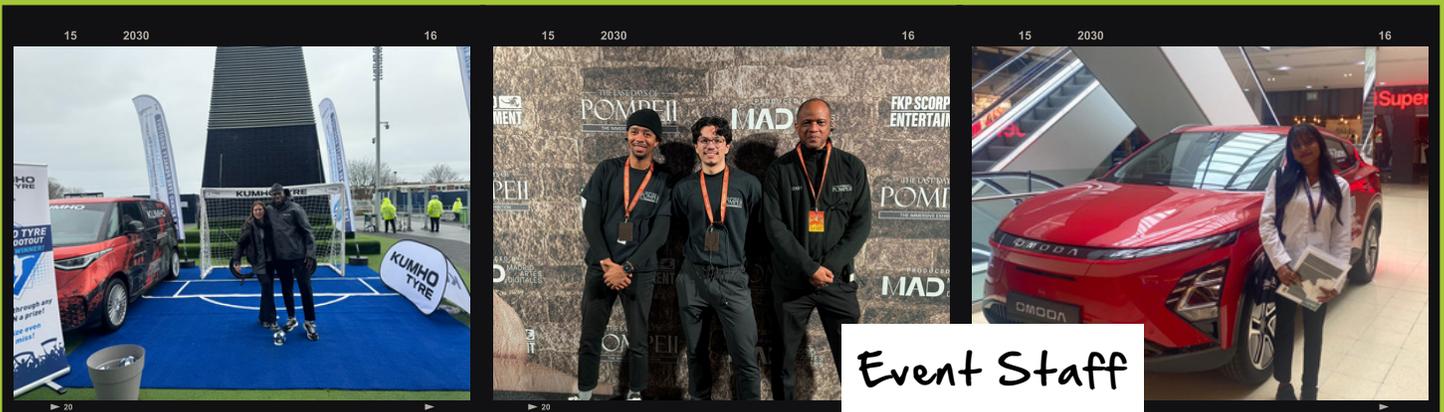
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February Highlights



Mascots



Event Staff



Lead Generation

Product Testers



Retail Staff

Exhibitions

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Driving Footfall (and Spend) This Easter

Christmas may be the headline act, but Easter quietly delivers one of the strongest opportunities in the retail and events calendar.

With bank holidays, school breaks and families actively looking for something to do, Easter creates a natural reason to get out and about. Particularly for shopping centres, garden centres, high streets and retail destinations.

The key isn't doing something complicated. It's giving families a reason to choose your destination over staying at home.

A well-thought-out Easter activity can:

- Increase footfall across the long weekend
- Encourage longer dwell time
- Support retailer promotions
- Create natural social media moments
- Reinforce your destination as family-friendly



We've seen everything from simple meet-and-greet character appearances to full weekend trails and digital competitions. The common thread? Interaction. Children engage. Parents take photos. Retailers benefit from the uplift.

Whether it's an Easter Bunny appearance, an egg hunt trail, or a simple "Find the Golden Egg" website competition, Easter works best when it feels light, fun and easy to take part in.

It doesn't have to be large scale to be effective, it just has to be purposeful. If Easter activity is part of your planning, now is the time to shape it.



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A Quick Plan to Maximise Your Easter Activities

Easter isn't just seasonal décor and chocolate giveaways. Done well, it creates movement, noise, energy and commercial return.

Here's our top tips to make Easter weekend work harder for you.

1. The Easter Bunny Moment

Visibility. Theatre. Instant engagement.

- Gives families a reason to visit
- Creates natural photo opportunities
- Adds energy across the site
- Encourages dwell time around appearances

Add timed appearances, a strong backdrop and clear promotion and it becomes a headline attraction, not background decoration.

2. The Centre-Wide Egg Hunt

Movement drives spend.

- Pulls footfall into multiple retailers
- Encourages full-site exploration
- Keeps families on site longer
- Creates prize and promotion opportunities

Add a Golden Egg, simple clue cards or retailer-linked rewards and you turn a children's activity into a commercial driver.

3. Digital "Find the Egg" Campaign

Extend Easter beyond the physical visit.

- Boosts website traffic
- Encourages repeat visits online
- Grows your mailing list
- Supports social engagement

Low cost. High interaction. Longer impact.

4. Mini Activity Zones

Sometimes dwell time is the real win.

- Increases café and food spend
- Encourages relaxed browsing
- Creates a family-friendly atmosphere
- Gives retailers more time with customers

It doesn't need to be elaborate, just welcoming.

5. Retailer-Linked Promotions

Entertainment should connect to spend.

- Trail completion = retailer discount
- Free treat with purchase
- Spend & win prize draws
- Limited-time Easter bundles

This is where engagement becomes measurable uplift.

6. The Right People Behind It

The difference between busy and chaotic? The right team.

- Promote, manage queues and flow
- Distribute maps and information
- Encourage participation
- Support data capture (GDPR compliant)

The character draws attention.

The right support makes it seamless.



new on the blog...



Read the Full Top 10

Explore ten things event planners commonly overlook and why addressing them early makes a significant difference to how smoothly an event runs.

[Read more...](#)



Last Minute Crowd Hire

One of the most common results of these changes is an urgent need for additional people on set, whether that means filling a street scene, expanding a background environment

[Read more...](#)



Saying Goodbye

Hiring Professional Mourners for a Funeral At Envisage Agency, we understand that saying goodbye is a deeply personal and emotional experience.

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