

Events Staffing Agency

→ Training Series



Training Outline:



Icebreaker



Who are we



What are promotional staff



What to do/not to do as an event staff



Handling clients



Staff brief



Pay Structure





Who are we →

Love Creative Marketing is a guerrilla marketing agency that delivers bespoke street marketing campaigns that create buzz, raise awareness and drive sales.

Event staffing agency is a subsidiary company providing motivated events promotion staff for for brand and agencies across the UK, such as hospitality staff, event staff, exhibition staff, bar staff, promo staff, field marketing staff, experiential marketing staff, pop up shop staff, product sampling staff, sales promotion staff and much more.

→ Icebreaker

2 Truths, 1 Lie

We will go around the room and have everyone introduce themselves and tell the group three statements – two true and one a lie. People then get to guess what's true and what's not.

Example: I'm a vegetarian, I once backpacked across Italy for a month, and I adopted a puppy over the weekend.





What are Promotional Staff

Your role as an event staff is to represent the client and/or brand by engaging with target audiences to promote their product, service, business or company.

Skills required by promo staff:

- Good Communicator
- Positive Attitude
- Friendly
- Proactive
- Energetic
- Motivated
- Problem-Solver
- Confident



➔ Benefits of Training

1. Increased productivity and performance

2. Improved skills and knowledge

3. Increased motivation



➔ What to do and not do as an event staff



Do's:

- Be punctual
- Be polite
- Dress according to the brief
- Make a positive impact
- Be proactive
- understand your role before arriving
- research the company/product you will be promoting
- be productive with your time

Don'ts:

- Have a bad attitude towards customers, colleagues and client.
- Be late to an event
- Wear inappropriate uniform
- Use your phone during an event
- Chat socially
- Stealing
- Discuss pay with the client

Handling clients:



- Be professional
- Introduce yourself politely – example: "Hi, I'm Narmeen from events staffing agency. I am here as 'insert job role' working the 'insert time' shift."
- Do not discuss pay – Events Staffing Agency will handle all aspects of your pay after your shift is complete.
- Communicate calmly in times of anger or distress – if you find yourself getting upset when talking to someone, take a few deep breaths to calm down and refocus. While it can be easy to lash out in anger, it's much better to communicate calmly and effectively.
- If a client asks you to stay overtime, contact Events Staffing Agency before agreeing.
- A client should never contact you directly to work outside of your agreed days with the agency, if this happens contact us immediately.

➔ Staff Brief

A set of information given to staff members confirming being selected for one of our promotional projects.

This will contain details regarding the brand you will be working for, location address, shift times and uniform requirements, and onsite contact.

Please note the difference between the agency and onsite contact as this may be the client.

You are subject to incurring a fine against your payment if you fail to satisfy this brief in any way.



Staff Brief

Congratulations on being selected for one of our promotional projects!

Love Creative Marketing		
Event Overview		Brand Ambassador Activation
Brand		Lintell
Product		Hand Sanitisers
Details	Date	Saturday 6 th November 2021
	Time	11am – 5pm
	Location	*ADDRESS*
	Meeting Point	As above (NB: Please be on the site 15 minutes early)
Contact Details:	Love Creative Marketing	Marvin - Please text the office 07742165021 upon arrival
	Onsite Contact	Jordan (client) – 07*** *****
Dress Code		Smart trousers and closed shoes (T-shirts will be provided)

Penalties/ Fines:

You are subject to incurring a fine against your payment if you fail to satisfy the brief of AT LEAST £10 for the following:

- Lateness
- Stealing stock
- A negative attitude
- Failure to text/sign in on arrival
- Incorrect/inappropriate uniform
- Eating, drinking on duty
- Chatting socially
- Using mobile phone whilst working for anything other than contacting LCM, the client or for emergencies.

Please note we take this seriously. You may be mystery shopped by either a member of our team or the client's team and feedback will be provided. If you do not abide by the rules, you will be dismissed with immediate effect from our books.

Warnings

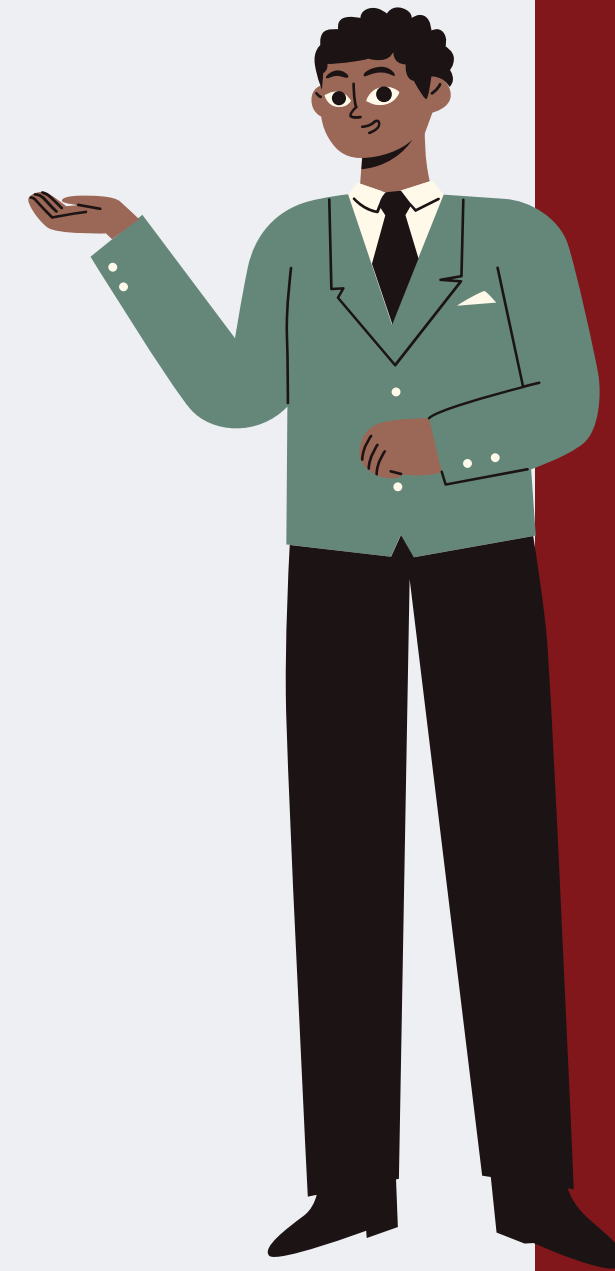
All staff are subject to receiving warnings for any of the below:

- Lateness
- Stealing
- Negative attitude
- Failure to text/sign in on arrival
- Incorrect/inappropriate uniform
- Drinking/eating on duty whilst in uniform
- Chatting socially
- Using your phone whilst working

More than 2 warnings for any of the above will result in removal from our books.

Stealing and drinking alcohol are dealt with seriously and will not be tolerated.

Engaging in these will result in automatic removal from our books.



➔ Pay Structure



- Payments are done via bank transfer on the next working day after the job is complete
- You are responsible for handling your own taxes
- Most roles will already include £10–15 to cover your travel expenses



Thank you!

ANY QUESTIONS?

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www.lovecreativemarketing.com

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***WELCOME TO
THE TEAM.***