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
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 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.
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.
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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