

## A Little Fun Helps Take The Stress Out Of Team Building And Company Promotions

Since joining the company in September last year I have had the privilege of organising and being part of a number of company promotions.

One of the challenges in the promotions game is to **“do something different”** in order to get the attention of **“potential new clients”**

We've done the mundane exercises of handing out lanyards, safety pamphlets and company brochures etc where perhaps a handful of enquiries were obtained.

During the last week however we carried out three (3) very different, promotions, the results of which will hopefully be seen in the near future. Two were fun promotions and the third a serious anti –crime promotion viz:

*Valentine's Day promotion  
 Monday 14<sup>th</sup> February 2011*



**“sucker” promotion  
 Thursday 17<sup>th</sup> February 2011**



**a “stop & search” exercise with the Police on Friday 18<sup>th</sup> February 2011  
 which will be repeated on many more occasions.**



All three campaigns had early morning starts in order to catch the traffic going to work or school. Times are changeable as are the days on which we promote.

The object of this brief is to illustrate what we do and to open the invitation to all members of staff to both join us and give us their suggestions for future marketing. We need to flight the company colours, and we need to be seen by the community at large.

Got an idea? send me an e-mail, or come and discuss it with me, no prizes or cash rewards, just a thank you from Management.

To all who took part and assisted in the above, a special word of thanks from me, especially to the response officers who are always there to assist and enjoy the work.

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