

WILL



Personal statement

I have worked for various Promotion company's both as an EM (event manager, AEM (Assistant Event Manager) and as a Brand Ambassador. The following is a list of just some, for more info please get in touch.

Skills

- Exhibitions and Trade Shows Public and B2B
- Excellent Approach, Invite ,Engage, Inform, Persuade, Retain, Introduce, Data Capture Skills
- Quickly learn any product and client brief and deliver .
- Product Sampling/Selling
- Demonstrator/Sales
- Corporate and Exhibition Hospitality
- Direct Product Sales
- Product /Service Launches and promotions
- Venue/Store Launches and Promotions
- Field Campaigns, Data Capture
- Experiential campaigns and promotions
- FMCG, Products and Services
- Targeted Sales Lead Generating/Appointment Making
- Brand awareness and leafletting campaigns and promotions
- P R and Publicity Campaigns

Work Experience

The Network- BA Metro News - Sampling, BA- Diet Coke Sampling.
Ballistic Events – (EM) Chicago town Pizza sampling tour,
(EM) Sugar Puffs sampling tour
Because – Yakult – (EM) Sampling tour
Candor – (AEM)
Kleenex Sampling (swine Flue campaign) (EM)
Muller Rice, Andrex and the Yellow Pages.

Tribe Marketing-

(EM)-Water wise Ariel Promotion,
(EM) and AEM and BA BLYK mobile phone network for 16 -18yr
(EM) Bounce Washing Powder,
(EM) Flash challenge Tour and give away.
(EM) VIF Woolworths relaunch for Very Important Families.
(BA) Dolce Gusto Coffee (in-store sampling, Good food show, Grand Designs Machine demonstration)
(EM) Aero Bubbles sampling tour,
(BA) Muller Rice 2009
(EM) Crabbies – Taste of Birmingham

Face to Face – (EM)

Penguin books - Sampling, (EM)
Carling Drinks Voucher give away/ Sampling , various
Sampling campaigns.

Sublime – Event Manager on Samba De Meگو (sampling and Game competition tour)

AEM and EM on Guitar Hero Tour 2008 and 2009

AEM on 2008 Asahi beer tour (sampling)

EM on the 2009 Asahi Beer tour

(Sampling and key events like Dizzee Rascals album launch)

EM on the Tekken 6 Game tour and grand finals at Namco Station 2009

Zappies – Wow Wee

Demonstration on Paper Jams (an new Music Toy due for launch April 2010.

Contact us today if you would like Will to represent your business