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New age discrimination laws

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Away with the pharaohs



I would like to think that it was the desire to visit the land of the first true PR race but alas it was more to do with the disappointing weather in Bournemouth and a great deal on lastminute.com that took me to Egyptian waters in the summer... hence the front cover! With its fascinating history and intriguing communications heritage, it turned out to be a real education. For instance, did you know that Ancient Egyptian writing used more than 2,000 hieroglyphic characters? That each hieroglyph represented a common object but it could also represent the sound of the object or an idea associated with it. Doesn't The Times crossword suddenly seem more appealing!

On this side of the world, I am delighted to report that communications continued to flourish over the last quarter, with some very interesting campaign work. Remo has been approached to produce a magazine for Southampton, with a brief to attract new business to the area. Having a circulation of over 8,500, this should certainly test our publishing metal.

We were all very sad to say farewell to Claire Frost, who was tempted by an offer to travel the world representing the International Sailing Federation. She has assured me that she will remember us for the Olympics Sailing events... watch this space.

On the same 'wavelength' I am overjoyed to have Mike Golding in the hot seat this issue. Mike is the world's number one offshore racer with numerous successes since 1991 to his credit. Currently competing in the Velux 5 Oceans solo round the world race, you can keep up with Mike's progress at www.mikegolding.com

As for the rest of our news – I will let this issue tell the story.

Thanks again to Steve Playford at the Daily Telegraph for sponsoring this issue.

Take care.

Mike Golding Interview



Do you see yourself as the great grandson of Cook, Scott and Campbell? Or Wayne Rooney's cousin?

Thanks for the wide and varied range! I see myself as the son of my father and the father of my child but perhaps would favour any comparison with past successful ocean racing sailors and leaders like Taberly or Blake etc.

What was the most useful piece of advice you've ever been given?

"Never ever give up" (Sir Chay Blyth) and "Speed is your friend" (Isabelle Autissier).

At sea, do you have a favourite treat?

Tea and toast - its quick, easy under sail, but

not as easy as you would think with a one ring burner.

Who is your mentor and why?

Sir Chay Blyth enabled my first professional racing through the early Challenge Races and Jorgen Philip Sorenson (The former CEO of Group 4 Securicor) has supported the team and myself in helping our business to succeed.



Have you ever had a regular (permanent) job?

Cheeky bugger! – Although people only see us when we are racing, to achieve this goal we need to run a proper sports marketing

business (yes – full time). Our sponsors demand ROI and it is our job to achieve this through corporate hospitality, press and promotional activity and, last but by no means least, success on the race circuit. We have a dedicated team to achieve these various goals and it all requires planning, preparation, management and leadership.

You've sailed around the world five times. Aside from advanced seamanship, what have you learned?

I have raced around the world five times to date, I now know that competing at this level requires high levels of planning, preparation, resolve, intuition and of course some skill. But even with all this – a fair sprinkling of luck helps as well.

What would your epitaph be?

That's really for another to write – I would say I never gave in (but if I'm dead then I guess I will have!)

Can you swim/cook/sew?

Yes - I consider these as basic key life skills and not exclusive to yachtsmen. I aim never to need to swim or sew whilst at sea – and, naturally I have to cook as I am alone – so I like to make as good a job of it as I can within the limitations of the facilities (a single burner/pan) and sparse ingredients.

Avoiding the pitfalls of the new age discrimination laws

Since the new age discrimination laws came in at the start of October, care should be taken to ensure that job advertisements do not imply that a person of a particular age should not apply for the position. The following guidelines are a starting point to ensure that all advertisements fall within the law:

- Remove age limits, so no-one is discouraged from applying
- Use language and pictures to appeal to wide age groups
- Avoid phrases such as "applicants should be 25-35 years of age", "young graduates"

or "mature person" – they are discriminatory

- Publicise your vacancies in ways most likely to attract people of a variety of ages
- Avoid specifying a minimum length of experience such as 1-2 years, as this disadvantages younger workers. The quality and relevance of experience is important – not the number of years.
- Avoid phrases like "only people with GCSEs need apply". That would rule out many older people who left school before GCSEs were introduced, even though they may have the necessary skills.

If you have any questions regarding the new age discrimination laws, please do not hesitate in contacting us.

Did you know...

The word "deadline" (a word we use daily here at Remo!) allegedly has its origins from the American Civil War? The 1864 Congressional records describe the "dead line" as the line within military prisons that "no man could pass and live". Thank goodness our deadlines are a little less terminal!

Competition

Firstly, congratulations to the winner of the competition in the last issue: Claire Hutchinson from the Veterinary Laboratories Agency (VLA) won the luxury dinner cruise on the river Thames.

The competition for this issue keeps with the sailing theme and poses the question:

Who has achieved the quickest solo sailing circumnavigation of the world?

Please email your answers to: ursula@ryanemo.com.

The winner will receive Red Letter Day vouchers (that can be exchanged for white water rafting/spa treatments/dinner for 2/sailing lessons/wine tasting or a host of other treats and experiences) to the value of £50. Check out what is on offer at www.redletterdays.co.uk

Good luck all.

Stand up for diversity

Hampshire Constabulary recently approached Remo to create material that could be used to communicate to a wider scope of individuals, from different cultural backgrounds.

Using their current strapline, 'Be who you want to be', Remo developed an idea incorporating languages used within the local communities.

"I recently attended a multicultural education and careers event in Southampton. There were people from many different communities who were speakers of other languages at the event and we received many comments on how welcoming our message is."

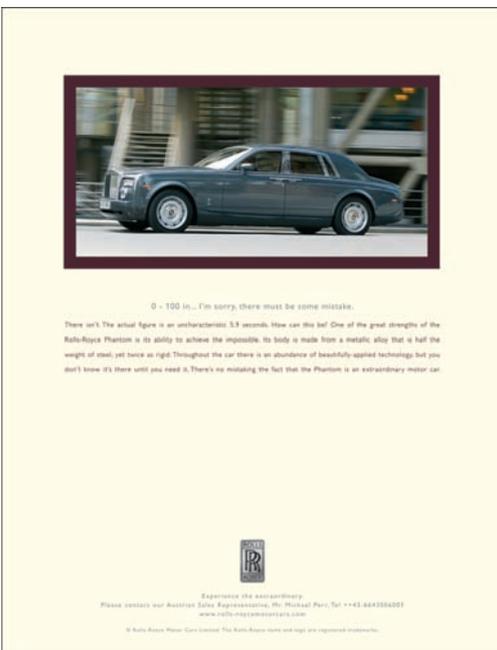
"We have taken the stands to various Mela festivals and multicultural events this summer and feel they form part of our vital drive towards diversity in our workforce."

Valerie King,
Recruitment Manager
Hampshire Constabulary.

Pictured is Hampshire Constabulary Positive Action Officer Andy Lai with the exhibition stand and Ethnicity business cards (inset)



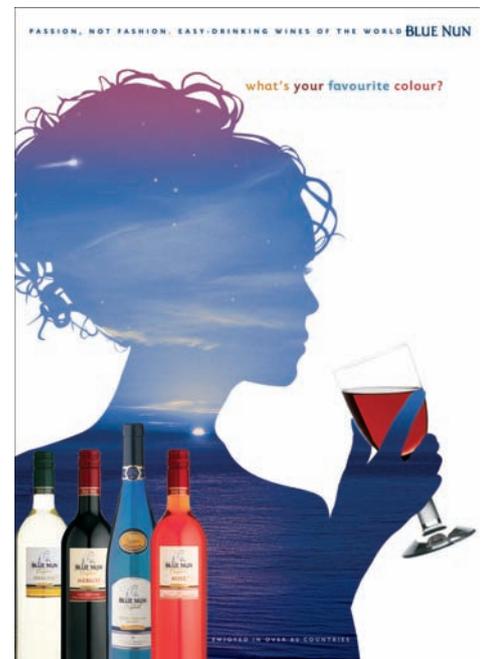
Award winning creative



The flow of creative ideas is the lifeblood of any agency, so we're delighted to welcome our latest addition to the team, Colin Craig, a renowned talent with over 68 national and international creative awards to his credit.

Having worked at the top of his industry for the last 30 years, Colin is a rare pedigree! You've probably heard some of his slogans over the years – "Why have cotton when you can have silk?", "You can't top a Grolsch" and "We won't make a drama out of a crisis" to name but a few. His range of experience is diverse, not only is Colin a Creative Director, Copywriter and Graphic designer, but he has composed music and directed TV too.

Colin is currently working with Rolls Royce and you can see his unique style at work in some of the examples here. If you would like to view more of his work, please log on to our website www.ryanemo.com



Food for Life Festival

Event management never tasted so good!

We were delighted to accept the challenge from The Altogether Care Group, the South's leading provider of care services to the elderly and infirm, to stage-manage a food festival on September 16th. The theme of this event was to highlight the importance of a balanced nutritional diet in the care of the elderly and The Altogether Care Group was keen to demonstrate its commitment to home-grown, wholesome produce and a balanced diet for its residents.

This was to be The Group's first major event and it was to be hosted on the grounds of the beautiful Steepleton Manor, a most luxuriously appointed residential home, deep in the heart of Dorset.

No sooner was the date set than the event management team set about a plan of action, which required non-stop planning and some very creative thinking. Remo started out by

recruiting over 15 exhibitors (most of whom had never exhibited before) to promote their produce on the day. We negotiated huge discounts with two singing groups to come along to entertain with some old time songs and some new ones and we raised several hundreds of pounds in sponsorship money.

On the big day, staff and residents with their respective families, local dignitaries from the care sector and the general public, all gathered to the grounds of the manor, for a fun-filled day of non-stop entertainment, delicious food and even the odd TV celebrity! Oh yes, non other than TV Chef Nancy Lam, fresh from her recently published cook book, came to share her tips on nutrition and was able to use her knowledge from her years of nursing to show how important a balanced diet was for the elderly.



Kate and Dot with the Town Crier



Magician Paul Hyland entertaining the guests



Though the weather did its usual trick of staying unpredictable, it did not deter the hundreds of people attending and a great day was had by all.

Peter Cotterill, Chief Executive of The Altogether Care Group commented:

"I was totally overwhelmed with the detail and extraordinary planning which the team at Remo put in to making the day such a great success. Nothing was left to chance. With Remo at the helm, the day went off perfectly smoothly and the feedback I have had from everyone says it all... "when are we having another one"! My thanks and congratulations to the team, especially Donna, who worked tirelessly and always with a smile, throughout."

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Nielsen Media Research March 2005-February 2006 (cms)



Nancy Lam and staff at the event

Texting for instant results

Did you know that 70% of the 27 million mobile phone users in the UK use text nearly every day? It's no surprise as we are living in a world of "immediate response", where people want information and news in minutes.

We have teamed up with a texting service provider, so that we can now offer you this superb response opportunity. However, we've been thinking beyond the usual application and have developed a super new package for recruitment response too.

All HR professionals out there will know that candidates like to have a quick response when they apply for a job. The ability to be able to text to apply for a job is therefore the ultimate response mechanism! Candidates receive an instant text to their mobile phone and an email with application details straight to their inbox. Contact us for more information.

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