

remo

www.remoteam.co.uk

Winter 2009

This issue is
sponsored by
Haymarket

haymarket

Muffin man - makes his debut in Paris

My Purple Garage - the first female focused garage

Children in Need - event management at its best

remo refresh

remo is bursting into the new decade with a new look logo and website. We felt it was time for a refresh and to officially brand ourselves as remo. Take a peek at our new website www.remoteam.co.uk, and let us know what you think.

But for the few...

I was brought up to never pass an acquaintance, or indeed any man or woman, without conferring that most inexpensive of all gifts – the common or garden salute. As you can imagine, this had its fair share of drawbacks when I first arrived in London in 1980. It would seem the city folk were not quite ready for that much eccentricity, or so it appeared to them.

Christmas however, is an altogether different story when people of all ages wish each other happy Christmas, with the more generous dispositions wishing all and sundry a happy New Year. I can even recall a ticket warden letting me off on Christmas Eve many years ago with this message on my windscreen; "You have parked at a bus stop but you don't look much like one. I will have a word with Father Christmas and hope he brings you what you want. A Merry Christmas to you".

It's living proof that the gifts that go on giving ask for nothing in return and need no applause. I bore witness to this not long ago when Remo was asked to help with the

Children in Need fundraising event for Bournemouth. With the greatest exuberance we leapt at the chance to help and for three solid weeks, I pounded the keyboard with pleas of help from businesses throughout Dorset. Infused with every drop of urgency that I could muster, I wrote of the need for a token, any token, to help deliver a poor child from a life of misery.

But no offers were forthcoming – apart from one. Hundreds more emails with pleas of urgency that made me feel very uncomfortable, and still nothing but a list of credit crunch excuses and no budgets.

Fifteen days to go and we had but one generous corporate donation. The ticket sales were very slow and the main act had been booked. How were we going to pay for Alistair McGowan and deliver for Children in Need? What was it that Shakespeare said:

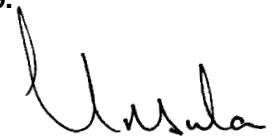
*When sorrows come,
they come not single spies
but in battalions.*

I guess fortune favours the brave or, as it was in my case, the tireless efforts of my superb team, and I am delighted to say the event went off without a hitch and raised a staggering amount of money thanks to the generosity of so few. The trials we had experienced were merely joys in disguise and the people who turned us away were surely angels in our midst for they reminded us of how lucky we were to have been able to do our small bit – though surely this cannot be the brief of angels?

I will cherish forever, the memories of that night and the gift to have known the few who gave without question – you made Christmas come early to Remo this year. Thank you.

Finally, my thanks to Simon Farnfield from Haymarket who kindly sponsored this issue.

Peace and joy to you all this Christmas and thank you for all your support throughout 2009.



St Martin of Tours Annual Report

"I wanted a different approach in our Annual Report this year so I decided to call upon the agency who would surely give me some challenging ideas" says Phil Smith, Communications and HR Director for St. Martin of Tours. "Remo never fails to deliver the goods and this time was no exception," says Phil. "I was particularly impressed with the quality of the photography and I look forward to working with the team again".

Children in Need Fund Raising Event

Imagine being given 3 weeks to plan, organise, book and manage the first Bournemouth fund raising event for Children in Need. Well, not only did Remo pull off a staggering event, complete with Alistair McGowan and Dance Southwest but we also attracted sponsorship from top brands: Stapleford Park, The Chewton Glen, Hotel du Vin and The Piccadilly Spa hotel. Jeffrey Archer, author of the best seller Kane & Abel donated a limited edition signed copy of this timeless classic with many other companies providing superb prizes. The event generated over £15,000 in ticket sales and prize money. For the full story, please take a look at the picture gallery on our website. See how many celebs you can spot!





mypurplegarage
Where women in the know go



The UK's first female garage was officially launched on December 10th, by the self-confessed, car-mad channel Five presenter, Natalie Pinkham. The brainchild of Sarah Byfield, a management consultant, My Purple Garage was founded to fill a big hole in the market. "Frankly I got tired of being treated like a brainless nit wit at my local garage" says Sarah. "It struck me that many garages fail to appreciate how intimidating it can be, for a woman or a man, to have their car repairs managed by a fleet of condescending mechanics. Whatever happened to courtesy?"

Sarah appointed remo to develop the My Purple Garage brand and she was so pleased with the team's creative approach, she retained them to manage the company's official launch. Lucky remo readers can benefit from this fantastic new enterprise by logging onto www.mypurplegarage.com and emailing Sarah to request a massive 40% discount from your next service and MOT. Just say you read it here!

BCHA's ignite programme will be launching in January 2010 as the first service of its kind in the UK. This unique programme will deliver a 360° development approach aimed at building confidence, developing skills needed for the modern workplace and group activities to encourage better teamwork.

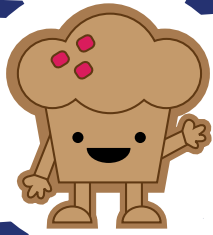
remo was retained to develop the full marketing suite and following a focus group made up of service users and staff, **ignite** was born. Sandra Hartnell who lead the project added "This was a challenging brief as the brand needed to convey emotional as well as practical benefits and enthuse people to want to sign up to this programme. remo's approach was both insightful and creative and I am thrilled with the result".



What's the most popular wine at Christmas?
"Do I have to eat my Brussel sprouts?"

How does Good King Wenceslas like his pizzas?
Deep pan, crisp and even!

What sort of mobile phone has Santa got?
Pay as you ho, ho, ho!



Muffin Man

Part of Associated British Foods, Speedibake specializes in making own label baked goods for retail and food service customers, producing an average of 900 tonnes of baked goods every week. Speedibake's Export Business Development Director, Jonathan Draper, approached remo to assist him in strengthening the company's muffin brand across Europe.

The 'muffin man' was born and we are delighted to report that he is making lots of friends from across the water. Jonathan adds "I was really impressed with the way in which remo challenged my brief and came up with such an innovative solution. They worked tirelessly to get this to production and I cannot praise them enough for their hard work".

Ursula says "thanks Jonathan, we look forward to receiving our box of chocolate chip muffins in time for Christmas".



The one to watch in 2010

As 2009 draws to a close, and a new decade kicks in, it's almost that time of year again - graduate recruitment season.

Now we all know that this past year has been a bit of a tough one for both employers and employees alike. In fact, a bit like the Jordan and Peter break up, it's a topic of conversation we just love to hate; plastered all over the media, there's just no escape. We buy it, we read it, we chat about it 'til the cows come home, but there's just something about the whole situation that really gets our goat!

But, that all looks set to change. According to The Times Top 10 Graduate Employers 2009, the New Year ahead is expected to see graduate recruitment rise by approximately 5%, with the most graduate opportunities anticipated to emerge within the Public Sector. So, with the news of a brighter future, it's time to get your brand noticed.

First things first - when it comes to students; the Graduates of 2010, there are just three important things to remember; their love for Jeremy Kyle and daytime TV, their uncanny ability to always wake up 5 minutes too late for their lecture - no matter what the start time! And last but not least, their permanent attachment to anything technology; laptops, iphones, blackberries and as a result, the World Wide Web.

So, with the rise of web 2.0, and the growing interactive online community, where better place to catch the best Graduate Candidates than through the power of the Internet?

www.groupspaces.com is the new news and events portal for university students, used by over 2,300 clubs and societies with over 230,000 members across more than 20 of the UK's best Universities and Higher Education Institutions.

The social networking site invites Graduate Employers to reach their target audience by exposing their brand through display advertising, podcasting, blogging and sponsorship; building brand awareness just where many students spend much of their time - in and amongst their online community. If that's not enough; according to the AGR's 2008 Graduate Recruitment Survey, "taking on a leadership position in a student society" was voted as one of the most effective ways to improve skills for a Graduate job, making this group of Students the ones to watch in 2010.

If you would like to learn more about group spaces please email Hannah at recruitment@ryanemo.com or alternatively give us a call - you know how much we love to talk strategy at remo.

Congratulations to Barbara Cox from Nutrichef who won a £50 M&S token from last issue's competition!

A Recipe for a happy Christmas



Two Saints Housing Association was the proud winner of the SPARK award; an award bestowed on organisations that can demonstrate creative initiatives with the disadvantaged in society.

The funds allowed Two Saints to invest in a number of programmes, one of which was the production of a recipe book - but this is no ordinary recipe book because unlike any other culinary guide on sale at Waterstones, this deliciously refreshing book was written by Two Saints staff and service users. The recipes are simple and perfect for the budget conscious meal planner. The good news is that it is also very reasonably priced and the money generated from the sales will be re-invested into the association. To purchase this truly easy-to-follow book of scrummy recipes log onto www.twosaints.org.uk. Our particular favourite is Ben's Volcano.



18 good reasons to advertise your vacancy with us.

For more information contact Simon Farnfield on 020 8267 4146

haymarket®