

## Promo!!: Excuse Me Sir? (Paperback)



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Createspace, United States, 2012. Paperback. Book Condition: New. 229 x 152 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.In the current climate of behind the scenes comedy sitcoms like Extras, Moving wallpaper, The Office and Airline etc. this book focuses on the world of promotions. The book is centred on and around one freelance event manager who works for various promotional and marketing companies. Most of the activities are centred on one particular staffing company called The Agency. The promotional and events industry is a very diverse and fickle business and most of the personnel that work in the industry have a very strong character base in order to survive its ever-changing demands. Most are self employed, out of work (resting) actors, dancers, singers or students making some extra cash. The modelling side of the industry usually offers bit part modelling assignments for small products such as corporate videos or posing on a motorbike at the motorcycle show. Yet the models sometimes feel and act like they are the next Naomi Campbell or Kate Moss even though they will probably be promoting something like Kellogg s cornflakes or leafleting on their next job. The Event managers who work freelance for the promotional agencies range from your typical south London wide boy with all the chat and bravado to your Casanovas types who only got into the industry for the ladies. I have worked in the industry for many years and most of the events and situations have a strong element of truth, which will enable you the reader to relate to a lot of the characters and situations. The stresses of a promotional agencies winning contracts and booking reliable staff often lead to emotional outbreaks with comical under tones.

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