

BRANDVENUE

GLOBAL TRAVEL RETAIL

WORLDWIDE STAFFING

NON-BINDING ON A MONTHLY BASIS!



Management
Recruitment
Training
Communication
Brand Marketing



AN AGENCY WITH GLOBAL REACH

Management | Recruitment | Data
Training | Communication | Brand Marketing



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**NON-BINDING
STAFFING
WORLDWIDE ON
A MONTHLY BASIS!**

INTRODUCING BRANDVENUE GLOBAL TRAVEL RETAIL

Brandvenue is a recruitment agency with Brand Ambassadors and promoters working full-time in airports in more than 50 countries, allowing us to activate staff in 96 destinations.

We specialize in hiring, training and managing staff within the Travel Retail industry. Whether you're looking to scale up workforce worldwide or streamline your WoW, we can take charge of the complete process and be your single touchpoint for global ventures.

Brandvenue cascades information directly from you to all Brand Ambassadors and provides you with intelligence and reports from all – or selected – destinations in one simple overview of data, accessible worldwide 24/7.

Brandvenue frees up resources so you can concentrate on your core business.

DUTY FREE SHOP





ON-SITE STAFF

Brandvenue has created a worldwide staffing database giving us access to well-prepared and experienced promotion staff, category advisors or sales staff on a monthly basis without binding commitments.

OUR CORE AREAS OF EXPERTISE

Recruitment

We are a full-service recruitment agency taking care of the complete hiring process; from onboarding and deployment of new staff, to contractual transfers of current employees worldwide.

Management

We have extensive experience in management across the globe, enhancing staff experience and ensuring quality performance with respect to local culture and regulations.

Data

Consumer and sales data is crucial to the modern retail business to ensure action is taken on the best possible foundation. We provide the complex overview for you to make the right sales- and marketing decisions.

Coaching

Developed through many years of experience in the Travel and Brand Marketing industries, our programs are designed to cover all relevant training aspects. We schedule weekly calls with Brand Ambassadors and promoters, ensuring thoroughly educated, updated and motivated partners.

Communication

Through our own online management and communication platform – The360 – we ensure smooth and efficient communication, as well as a simple overview of reports and performance: all accessible 24/7 on- and offline.

Brand Marketing

We are experts in Brand Marketing and understand the importance of attracting and maintaining the interest of consumers through insights and innovation.

COORDINATION

– OUR SPECIALTY

Brandvenue coordinates all activities worldwide by utilizing:

- **Our own Brand Ambassadors**
- **Partners' employees**
- **Third-party agencies**
- **Partner-recommended agencies**

We ensure a tailor-made setup designed to fit even the most complicated of organizational structures, with respect for strategy, localization and regulation.



SIMPLICITY

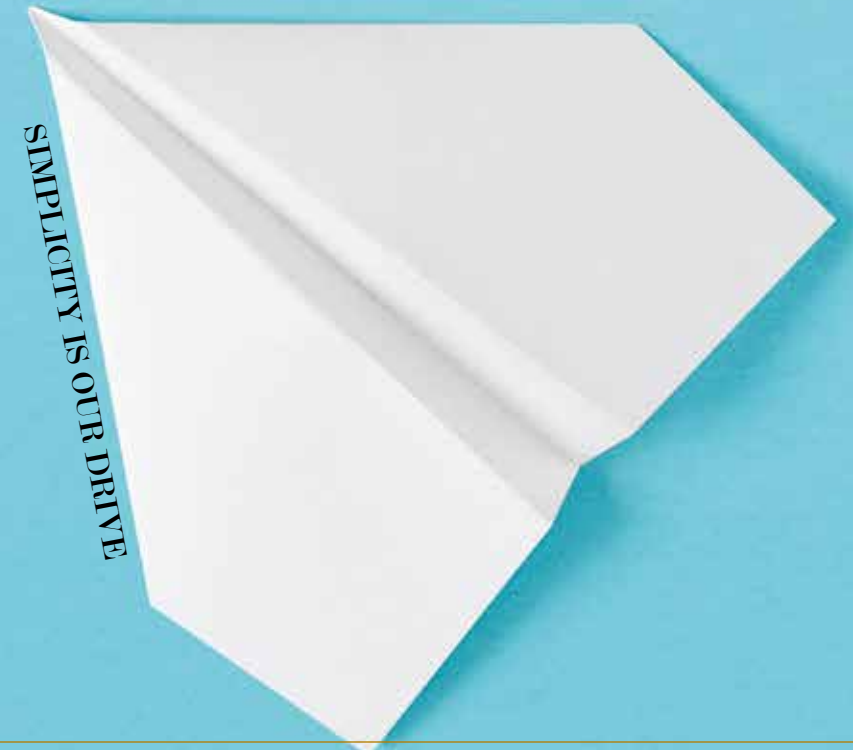
– YOUR ONE POINT OF CONTACT

With Brandvenue, you will have a single point of contact, avoiding time-consuming e-mails, meetings and phone calls between numerous agencies, streamlining your flow of communication on a global scale.

Brandvenue can report back to one HQ worldwide or to an Account Manager or Brand Manager in your local region – the options are endless and meant to fit your organization.

Before, during and after any activity, you will receive updates and reports on its performance and execution.

All reports, regardless of country, partner or region, will be in a consistent, comparable format, tailored to your needs.



YOUR ADVANTAGES



Simplicity

One agency, one contact person, one invoice. Brandvenue will cover all countries with one point of contact.

Finance

Ability to convert time and money spent on managing Brand Ambassadors into sales activities and customer negotiations.

Contact

Brandvenue will be the main contact between our partners and our team of Brand Ambassadors and promoters across the globe.

Personal contact

There will always be a contact person at Brandvenue, who will nurse, guide and motivate the on-site personnel.

Hiring

Brandvenue will take care of all hiring of on-site personnel, based on the brief received by the partner, using a 7-step program to ensure quality.

Training

All Brand Ambassadors and promoters will receive intensive training and evaluation before being assigned to any destination.

Equipment

Brandvenue will manage and coordinate all equipment; uniforms, iPads, airport badges, etc.

Evaluation

All Brand Ambassadors are evaluated frequently, to ensure constant development and secure quality in delivery.

Reporting

Through “The360” management app, the partner has access to out-of-stock reports, price reports, performance reports, consumer analysis, competitor reports and POSM feedback.

Overview

The partner will have 24-7 online access to reports, images, financial overviews, schedules, etc.

Accessibility

Brandvenue has access to promoters and sales specialists in more than 96 destinations around the world.

MANAGEMENT STRUCTURE

The HQ in Copenhagen is responsible for all contact with partners, including development of training material, information material, maintenance of The360 app, coordinating the hiring of Brand Ambassadors, promoters and merchandisers.

The local entities in Spain, Morocco and Dubai are, together with the regional lead in Copenhagen, responsible for the day-to-day management of the Brand Ambassadors and promoters.

The local entities will be supporting the leads in making sure all staff are fully equipped with uniforms, tools, access cards and fully updated on training.

Personal contact with Brand Ambassadors, promoters, agencies and local partners is crucial in order to keep a high level of quality. Our company structure enables us to ensure engaged personnel worldwide.



WE ARE
REPRESENTED
IN MORE
THAN
96
LOCATIONS

Through the wide network of Brandvenue and our partners, we are currently represented in more than 50 countries around the world, enabling us to activate both Brand Ambassadors and promoters in the top 100 airports.

The WoW depends on the partner setup in the airports and the restrictions given by the airport.

Regardless which restrictions may apply to the different airports, the WoW for Brandvenue and its partners remains the same; we coordinate all activities and reports, submitting one complete overview of actions and results.

“

*MY SHOPPING PHILOSOPHY HAS ALWAYS BEEN
“SEE IT, LOVE IT, BUY IT”
– AND I KNOW I’M NOT THE
ONLY ONE.*

”

– DEBORAH LLOYD



WE ARE REPRESENTED IN THESE GLOBAL DESTINATIONS

Europe

Vienna - Austria
Brussel - Belgium
Sofia - Bulgaria
Zagreb - Croatia
Prague - Czech Republic
Tallinn - Estonia
Helsinki - Finland
Charles de Gaulle - France
Nice - France
Paris-Orly - France
Frankfurt - Germany
Munich - Germany
Scanlines - Germany
Athens - Greece
Amsterdam - Holland
Budapest - Hungary
Dublin - Ireland
Malpensa - Italy
Milan - Italy
Rome - Italy
Venice - Italy
Riga - Latvia
Bergen - Norway
Oslo - Norway
Stavanger - Norway
Warsaw - Poland
Faro - Portugal
Lisbon - Portugal
Bucharest - Romania
Moscow SVO - Russia
Moscow DOM - Russia

Europe

Bratislava - Slovakia
Ljubljana - Slovenia
Spain
Alicante - Spain
Barcelona - Spain
Fuerteventura - Spain
Ibiza - Spain
Lanzarote - Spain
Las Palmas - Spain
Madrid - Spain
Malaga - Spain
Tenerife - Spain
Gothenburg - Sweden
Stockholm - Sweden
Basel - Switzerland
Geneva - Switzerland
Zurich - Switzerland
Ankara - Turkey
Antalya - Turkey
Bodrum - Turkey
Dalman - Turkey
Istanbul - Turkey
Kiev - Ukraine
Gatwick - United kingdom
London - United kingdom
Lupton - United kingdom
Manchester - United kingdom
Stansted - United kingdom

MEA

Jordan Airport - Amman
Jordan DFS - Amman
Bahrain - Bahrain
Cairo - Egypt
Hurghada - Egypt
Sharm El Sheik - Egypt
Tel Aviv - Israel
Kuwait - Kuwait
Beirut - Lebanon
Agadir - Morocco
Casablanca - Morocco
Lagos - Nigeria
Doha - Qatar
Durban - South Africa
Johannesburg - South Africa
Tunis - Tunisia
Abu Dhabi - UAE
Dubai - UAE
Sharjah - UAE

APAC

Hong Kong - China
Kansai - Japan
Tokyo - Japan
Singapore - Singapore
Taiwan - Taiwan
Bangkok - Thailand

Americas

Buenos Aires - Argentina
Rio de Janeiro - Brazil
Santos - Brazil
Sao Paulo - Brazil
Santiago - Chile
Bogota - Colombia
Cancun - Mexico
Mexico City - Mexico
Lima - Peru



INTRODUCING

The360 is our own custom-developed on-line management tool, giving you the full overview of ongoing operations worldwide, accessible 24/7.

All stakeholders can share information on the platform, including brand guidelines, changes in promotions and new focus to GWP, training materials, etc.

Staff will have one touchpoint in terms of scheduling, to-do's, internal and external communication and reporting, ensuring instant implementation of any changes.

To secure data, according to European data law and for confidentiality, all information is stored on a secured server.



The360 MANAGEMENT APP

The360 MANAGEMENT APP

Available on all devices, The360 provides information to stakeholders regarding:

- Performance
- Promotion material
- Presence at site
- Consigned tools
- Consumer surveys
- Image upload
- Sales reports
- Competitor activities
- Temporary tasks
- Stock reports
- Evaluations
- POSM-reports
- Price tracker
- Incentive tracker
- Uniform updates
- Job description
- Handbook
- Location tracker
- Status tracker
- To-do

The360 allows Brandvenue to:

- Upload brand information files.
- Training videos.
- Training tests.
- Schedules.
- Information about upcoming events.
- Traceable to-do-lists.



A WEEK IN THE LIFE OF BRANDVENUE LOCAL SUPPORT

ACCOUNT MANAGEMENT

- Personal contact with all Brand Ambassadors in the region.
- Creating working schedules for Brand Ambassadors.
- Approval of working schedules with the shop and with the partner.
- Organize paperwork needed from Brand Ambassadors to issue airport badges.
- Providing uniforms and iPads.
- Continuous research on local regulations on employment, vacations, contracts, etc.
- Reports and feedback.
- Local management.
- Gathering information from Brand Ambassadors.
- Local support on training.
- Mystery shopper activities.
- On-site evaluation of performance.





COMMUNICATION

All stakeholders are able to share all information in the platform and use The360 management app as a communication tool.

All information about brands, changes in promotions, new focus, GWP, training materials, etc., will be shared through The360 management app.

All information will be uploaded to the “knowledge base” and the Brand Ambassadors will be informed through messages on The360 management app.

All Brand Ambassadors will be notified about new uploads at the same time, ensuring instant implementation of any changes.

The partner, on-site personnel and Brandvenue all have access to The360 management app 24/7.

THE FINANCIAL PART

MANAGEMENT

The management covers the following:

- Consumer surveys
- Image upload
- Sales reports
- To-do lists
- Competitor activities
- Out-of-stock reports
- Price-tracking
- On-site evaluations
- POSM reports
- Finance tracking
- Location tracking
- Status tracking
- Incentive tracking

An aerial night photograph of an airport and surrounding city. The image is filled with vibrant light trails from aircraft, primarily in shades of blue, green, and red, streaking across the dark sky. Below, the airport tarmac is illuminated with various lights, and the city lights of a coastal area are visible in the foreground, reflecting on the water. The overall scene is a dynamic and colorful representation of a busy transportation hub at night.

HOW TO ATTRACT ATTENTION IN SHOPPER RETAIL



AIRPORT EXPERIENCE

Besides managing sales staff in the travel retail area across more than 50 countries worldwide, Brandvenue has a large department working with conceptualization of brand activation at airports.

We have wide experience supporting our clients within retail activation, visual POS material, brand activation, sampling stations or promotional displays.

Due to our broad experience in the travel retail industry, we have great collective when it comes to legislation and guidelines for implementation of a variety of activities.

We have valuable insight into consumer behavior, which we actively apply in any context.

We know that consumer experience is one of the main factors influencing customers to make duty-free purchases worldwide.

We know that enhancing consumer experience in the travel retail area immensely raises customer satisfaction and often leads to brand loyalty.

YOU NEED TO BE MORE THAN JUST ANOTHER STORE

YOU MUST BECOME THE DESTINATION

Brandvenue has a large department handling conceptualization of brand activation, where we can support you with space management, brand activation and promotional displays.

Brandvenue will be happy to advise you on the various options within brand activation to attract your target groups.



EXAMPLE

HEATHROW AIRPORT ACTIVATION

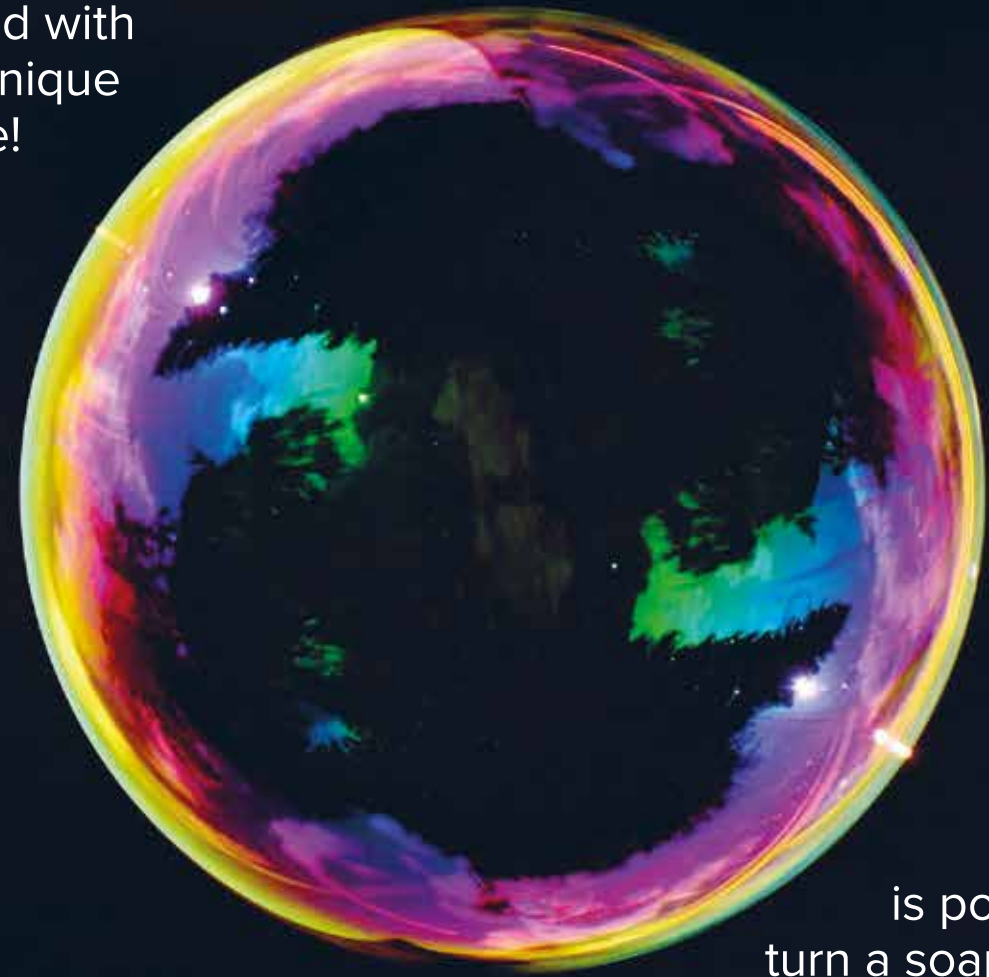
Brandvenue created an activation campaign and promotional display at Heathrow Airport, showing space management, customer flow, graphic setup allowing our partners to meet their customers 'in the field' and let them feel, taste and share an experience.



FINAL RESULT OF THE CAMPAIGN AT HEATHROW AIRPORT



Differentiate your
brand with
an unique
taste!



Did you
know it
is possible to
turn a soap bubble
into a flavour bubble?

INSPIRATION FROM AROUND THE WORLD

Experience brands through unique fragrances



Experience brands through your senses



OUR WAY OF WORK





*Global Travel Retail
Brief to Service Management Agency*

BRIEF

Brandvenue will receive a brief from the Brand Ambassador explaining the needs and expectations of the Brand Ambassadors or promoters at the destination.

The brief should include all the information needed for Brandvenue to evaluate the cost. The information needed includes:

- Role description
- Duration
- Working hours
- Uniform needs
- Tools needed
- Languages

For promoters, the brief should contain information about mechanisms, etc.

1. ALIGNMENT

COST ESTIMATE

Brandvenue will submit a cost estimate to the partner which they can approve before starting the recruitment process.

Once the cost has been approved by the partner, Brandvenue will start the recruitment process, which can last up to 45 days, depending on the approval process. The cost estimate is subject to change depending on approval time.

2. APPROVAL

SCREENING

Brandvenue will review resumes and cover letters, conduct a first interview by Skype and identify top candidates.

When reviewing the cover letter, Brandvenue considers: Is it clear and concise? Does it convey an understanding of the job?

INTERVIEW

First interview: Brandvenue verifies that the candidate meets the requirements.

Selection criteria: Brandvenue emphasizes qualities such as trustworthy appearance, languages, communication skills, self-motivation, proactive character, etc.

Identifying top candidates: Shortlisting three candidates with recommendations and insights to the partner.



3. CONFIRMATION

CONTRACT

Brandvenue provides the partner a shortlist of three candidates to be evaluated, along with interview summaries and CV's.

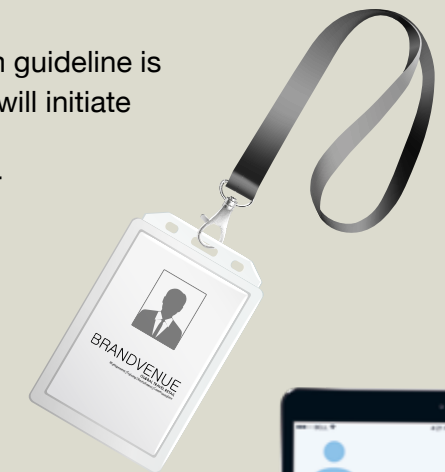
After the evaluation of the candidates, the partner identifies the leading candidate. The partner informs Brandvenue which candidates are approved.

4. EQUIPMENT

Once the candidate has signed the contract, the airport badge process starts:

Brandvenue ensures all details are correct.

- While the airport pass is being processed, a uniform guideline is shared with the Brand Ambassador or agency who will initiate the purchase of the uniform.
- The Brand Ambassador or the promoter will sign for the supplied uniform.
- If an iPad is needed, Brandvenue will provide one.
- The Brand Ambassador or the promoter will sign for the supplied material.



5. TRAINING

Once the final candidate has been employed, Brandvenue will conduct introductory training, either via Skype, or conducted locally by the local entities. None of the partner's confidential information will be revealed before the contract is signed.

During the training, the trainer will go through the job description and the duties of the employee.

This training enables the Brand Ambassador to learn how to do the job and to get insights on the work environment, the shop floor rules and procedures, the partner's brands and consumer engagement.



The new employee will receive training in the management app. This will help the employee to understand how to use the app in the right way. Training material, instructions, logging in and out, etc. will be introduced to the employee. This introductory training will last up to two hours.

Brand reputation is at stake if promoters are unable to answer a prospective customer's query. Even the most competent promoters need to be briefed and specifically trained on the partner's products to fully use their potential.

During training, Brandvenue focus on:

- Brand material
- Specific promotion
- Mechanisms
- General consumer approach.

Because we know the location, Brandvenue offers an overview of competitor activities and how to overcome any possible issue.

Promoters interact with consumers directly, so they are the best source of feedback. Brandvenue stresses this point during training to ensure that these inputs are captured through a structured process.

Since the promoters are temporary staff, it is important to make sure that they are fully dedicated to the brand in the promotion period.

6. DEPLOYMENT

ON THE FLOOR

In the period before the Brand Ambassador is fully integrated into the new position, Brandvenue ensures that the Brand Ambassador's ability to demonstrate the product and knowledge of the market and industry are excellent.

This is done by having daily contact with the Brand Ambassador, followed by a final recap on the shared training material the day before the Brand Ambassador starts working.

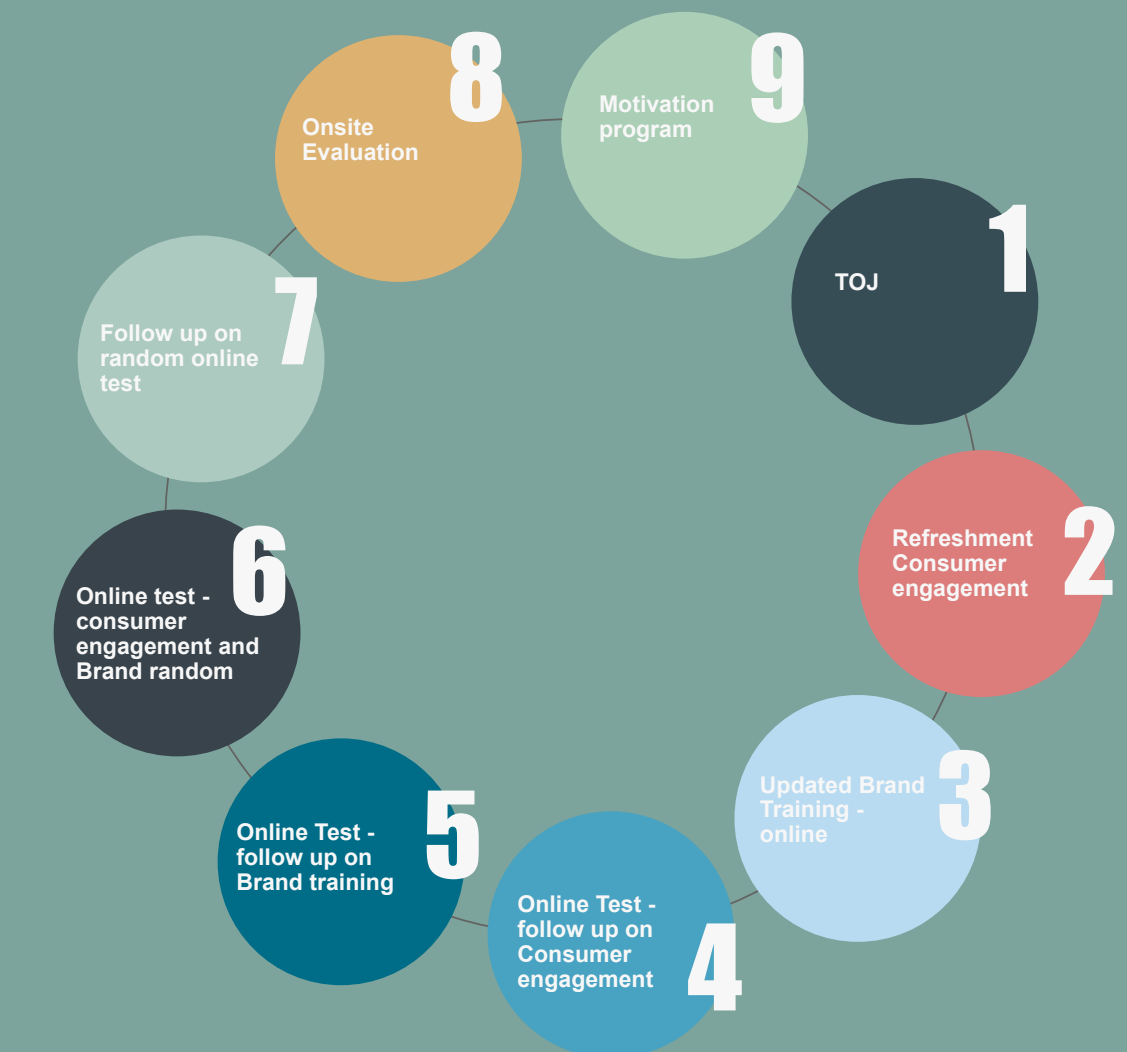
During the last week, the Brand Ambassador will be advised about and introduced to key stakeholders in the airport and in the shop.

7. FOLLOW UP

During the first week of work, Brandvenue will be in touch with the new Brand Ambassador, or the promoter on a daily basis to ensure all tasks are taken care of.

But also, to ensure that the Brand Ambassador or the promoter feels confident and no personal or job-related issues are unsolved, during the first week, Brandvenue will conduct an online consumer engagement and brand test.

The results of the test will tell us where the Brand Ambassador/promoter is facing difficulties, so that we know in what areas the Brand Ambassador can improve. Any further training needed will be provided by the coordinator.



TRAINING OVERVIEW

1. TRAINING ON JOB



A complete training session for the newly integrated Brand Ambassador or promoter takes place during a two-day period.

The “training on the job” will take place both in meeting rooms and on the shop floor for practice and evaluation. All staff should have “training on the job” at least once a year.

2. CONSUMER ENGAGEMENT

In consumer engagement training, Brandvenue will reinforce the Brand Ambassador and promoters in interacting with customers from the moment they enter the shop floor to the moment when they successfully leave with a purchase.

All Brand Ambassadors should have the “customer engagement course” at least twice a year.

The flow of training and tests is documented in the training calendar shared with the partner.

3. ONLINE BRAND TRAINING

Brandvenue introduces and trains the Brand Ambassadors on all the brand’s features and benefits, allowing the Brand Ambassador to offer the best consumer advice.

All Brand Ambassadors should have the “Brand training course” at least twice a year.

The flow of training and tests is documented in the training calendar shared with the partner.



4-7. ONLINE TESTS

After the first week of training, the Brand Ambassadors are invited to participate in two online tests: brand training and a consumer engagement test. These results indicate the Brand Ambassador’s areas for improvement. Additional training will be provided by the regional coordinator.

After additional consumer engagement and brand training, the Brand Ambassadors will be invited to a “brand and consumer engagement test” where the focus will be on the difficulties the Brand Ambassador had in the previous tests. The flow of training and tests is documented in the training calendar shared with the partner.

To guarantee ongoing high performance, the Brand Ambassadors must take a 10-minute online pop-up test four times a year.

The flow of training and tests is documented in the training calendar shared with the partner.



8. ON-SITE EVALUATION

At least twice a year, we will initiate an on-site evaluation of the Brand Ambassador.

The evaluation includes:

- Appearance
- Communication skills
- Proactivity
- Engagement with consumers
- Knowledge of brand and promotions

The results are shared with the partner in the training and test calendar.



9. TRAINING AND TEST CALENDAR

A training calendar for each Brand Ambassador is shared with the partner. Trainings that may have an influence on the Brand Ambassador's work on the floor will have to be approved by the partner before commencing.

The flow of training and tests is documented in the training calendar.

The training calendar illustrates the estimated week of proposed execution of training, the type and method.

10. TRAINING, TRACKING & EVALUATION

The360 management app contains individual information about training on every employee. In The360 management app, information will be available about the training delivered and topics covered.

An evaluation of the training is stored in the individual profiles at The360 management app.

Learning, feedback and evaluations from training conducted throughout the year are used for planning the next season's training calendar. All results will be shared with the partner.

On a monthly basis, Brandvenue will schedule a time with each Brand Ambassador for monthly cycle instructions and ensure the Brand Ambassador's attendance.

Brandvenue will take the working schedule into consideration when scheduling the monthly call. The monthly call will appear in the Brand Ambassador's schedule on The360 management app.



**WE AT
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THANK YOU
FOR YOUR TIME**

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