

# RGM

Promotions



**As a full solutions events management agency and Specialists in Below the line marketing, we have a huge service offering available.**

**A broad overview of these services include:**

- Professional MC's & DJ's
- Stand Design & Development
- Staff Additional not mentioned prior:
  - Mimes
  - Movie Extras
  - Drummers
  - Dancers – Fire, African, etc
- Photography
- Car Branding
- Video Presentation Production
- Graphic Design
- Website Solutions
- Training
- Database Production & Management
- Advertising - Any media type
- Security
- Event management
- Audio Systems Hire
- Voice-over artistry / Sonic branding
- Visual aids - Plasma screens / projectors / lighting
- Power Point Presentations
- Stand Build
  - Concept
  - Implementation
- Banners / Branding Elements
- Brochure/Pamphlet Design and print
- P.O.S. production
- Full Feedback & evaluation procedures
- Clothing
  - Design
  - Manufacture
- Giveaways



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PRODUCT LOGO HERE

CLIENT LOGO HERE

**ACTIVATOR FEEDBACK FORM**

VENUE: \_\_\_\_\_ DATE: \_\_\_\_\_  
 REGION: \_\_\_\_\_ TIME OF ACTIVATION: \_\_\_\_\_  
 ARRIVAL: \_\_\_\_\_  
 DEPARTURE: \_\_\_\_\_

**ACTIVATORS' NAMES:**

**ACTIVATORS' SIGNATURES:**

1 \_\_\_\_\_  
 2 \_\_\_\_\_

**\*\*\*Please note that these pages need to be completed in full, scanned and emailed/faxed on the first working day post activation to the Agency's office if payment of this activation is to be processed\*\*\*  
 Fax: 086 519 0815 / bookings@rgmpromotions.co.za**

**FEEDBACK:**

*(Please record feedback from the whole team on this form - i.e. One form per venue per day)*

How many customers did you engage with during your shift?

--

What percentage of the customers you approached are ..... already

%

What percentage of ..... signed up?

%

**What worked well during the activation?**

\_\_\_\_\_  
 \_\_\_\_\_

**What did NOT work well during the activation?**

\_\_\_\_\_  
 \_\_\_\_\_

**What are your suggestions for making activations for effective?**

\_\_\_\_\_  
 \_\_\_\_\_

**Any other feedback?**

*(From yourself or from the consumers you spoke to)*

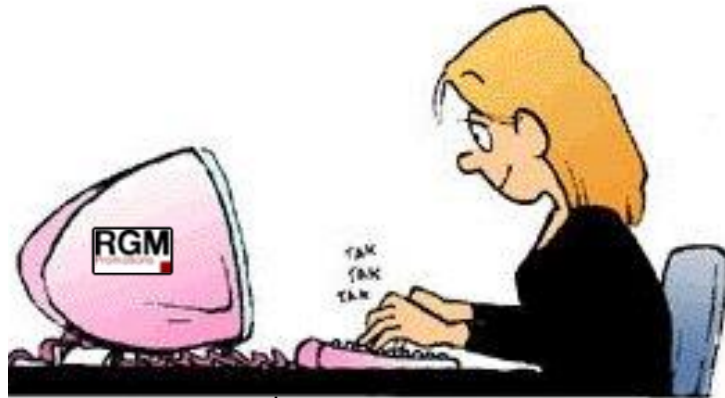
\_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

**VENUE MANAGER'S NAME & SIGNATURE:**

Manager comments: \_\_\_\_\_  
 \_\_\_\_\_

All clients are drawn up their own feedback form by our admin team relating to your product or service on offer. These are filled out every day by staff working at an in-store activation and sent through by fax or email to us.





Questions	JHB Sandton	JHB Sandton	JHB Sandton	JHB Sandton	KZN GATEWAY	KZN GATEWAY	KZN GATEWAY	KZN GATEWAY	CT Tygervalley	CT Tygervalley	CT Tygervalley	CT Tygervalley
Date	05.10.12	06.10.12	07.10.12	08.10.12	05.10.12	06.10.12	07.10.12	08.10.12	05.10.12	06.10.12	07.10.12	08.10.12
Arrival	09:00am	09:00am	09:00am	09:00am	08:45am	08:30am	08:45am	08:45am	09:00am	09:00am	09:00am	09:00am
Departure	18:00pm	18:00pm	18:00pm	18:00pm	18:00pm	18:00pm	18:00pm	18:00pm	18:00pm	18:00pm	17:00pm	18:00pm
Activator's Names	abc	abc	abc	abc	abc	abc	abc	abc	abc	abc	abc	abc
Venue manager's name	abc	abc	abc	abc	abc	abc	abc	abc	abc	abc	abc	abc
How many customers did you engage with during your shift	150+/-	200+/-	116+/-	60+/-	200+/-	300+/-	65+/-	28+/-	66+/-	77+/-	80+/-	70+/-
What % of the customers you approached are .....members already	36%	90%	30%	37%	30%	30%	20%	20%	70%	63%	33%	41%
What % of ..... members signed up?	60%	80%	30%	23%	30%	44%	10%	10%	64%	68%	61%	37%
What worked well during this activation?	Many people claimed to have heard of .....	Clients are now coming up to us to look	The sign up sheet was short so as people hesitated, we showed them, and then they gave in	One thing that works well all the time is that the sign up sheet is short	Reading out numbers to each other is time saving and makes things more efficient	Great location of stand to entrance	Good branding	Staff were friendly and stock was visible	We can follow people as they shop to fill in their details and they dont mind because they don't have to wait	The store was a lot busier this morning so more sales were made	The website did not go down at all	It is convenient. People can sign up while shopping
What did NOT work well during this activation?	Not enough branding	Client has their own supplier and wont change	Bad to do the promotion today for long hours as noone came into the store	It was a slow day, people seemed to be in a rush and felt bothered	Not enough giveaways	Not enough stock in the store	Customers did not want to do it on a Sunday	Not enough giveaways	We had to use the app a few times as the site went down and then we have to fill the details in all over again	The store was really quiet after 8pm. Many people were in a rush to watch sport	The store was really empty.	The store seems to be quieter now that school holidays are over. People are also not as patient

All feedback is accumulated into one report for you (On completion of the campaign or completion of the activations that weekend in any/all areas.) This will make it easier for you to get an overview on all stores, the differences, and where you can Proceed thereafter and what to change in terms of the customer approach.

## Regional Presence & growth Strategy

## GAUTENG



Limited staffing is available immediately in outer areas due to limited work options. Given the time frame necessary, RGM have the ability to source & train staff in outer areas if there is a need

JHB - GP

**RGMA**

Promotions



Phindile



Vedhant



Tyrone



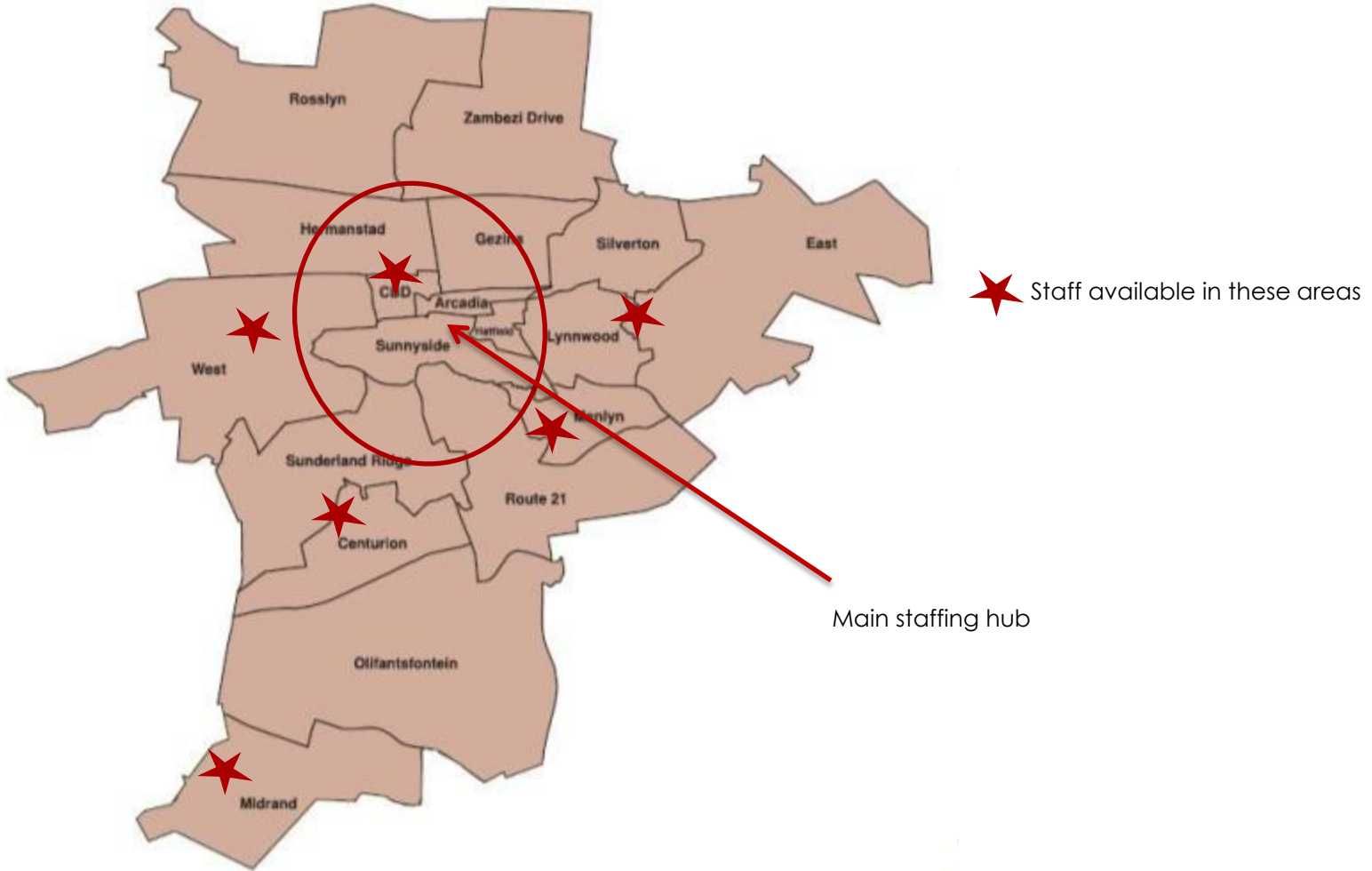
Beaunard



Anneri

## Regional Presence & growth Strategy

### PRETORIA



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PTA - GP

# RGMA

Promotions

Poppy



Elanri



Shane



Parushka



Tebogo



Soweto - GP

**RGMA**

Promotions

Fezeka



Hloni



Yolanda



Athule

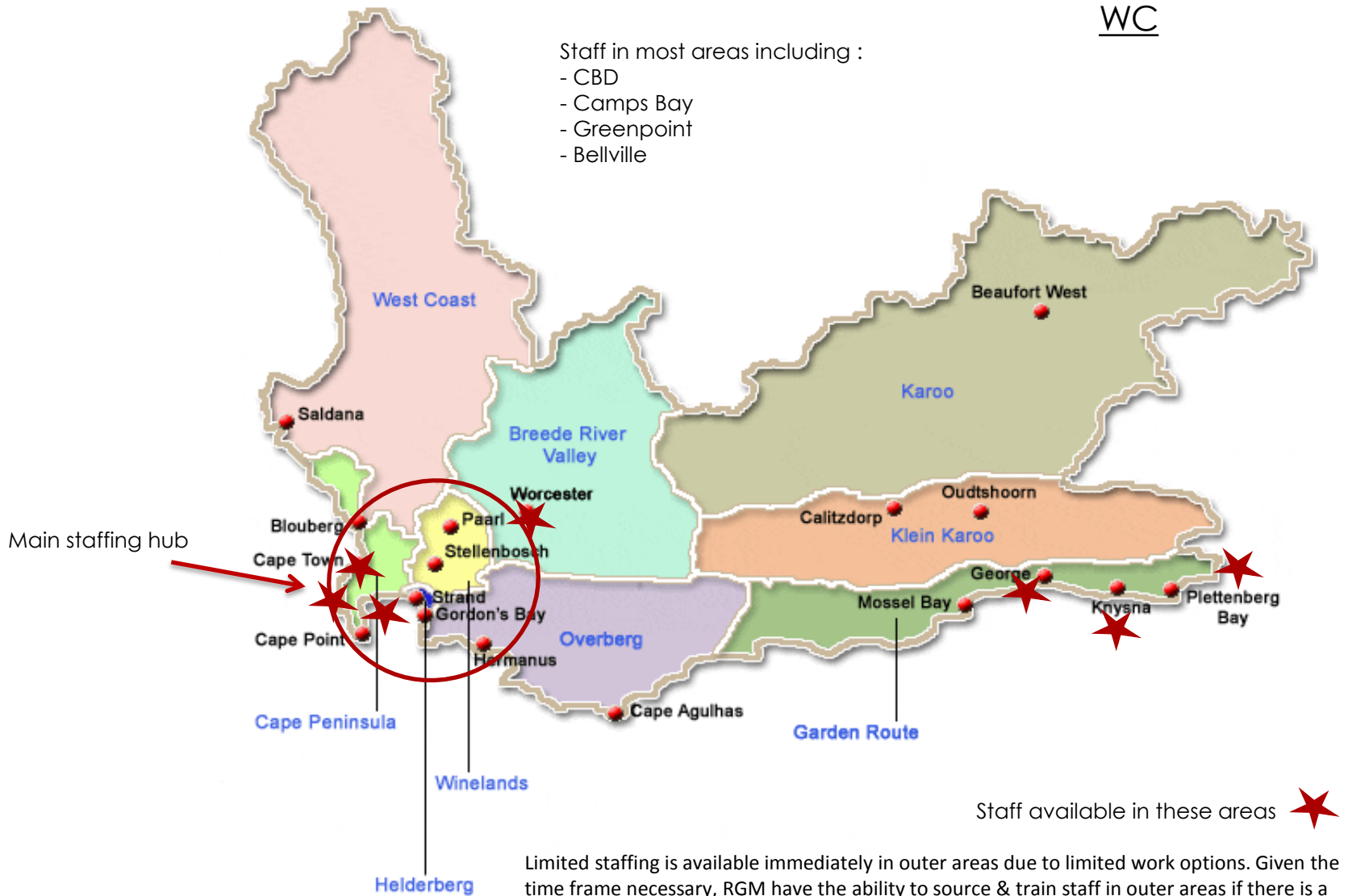


## Regional Presence & growth Strategy


WC

Staff in most areas including :

- CBD
- Camps Bay
- Greenpoint
- Bellville



Main staffing hub

Staff available in these areas 

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# RGMA

Promotions

WC

Andrew

Megan



Carmen



Buyane



Semuhle



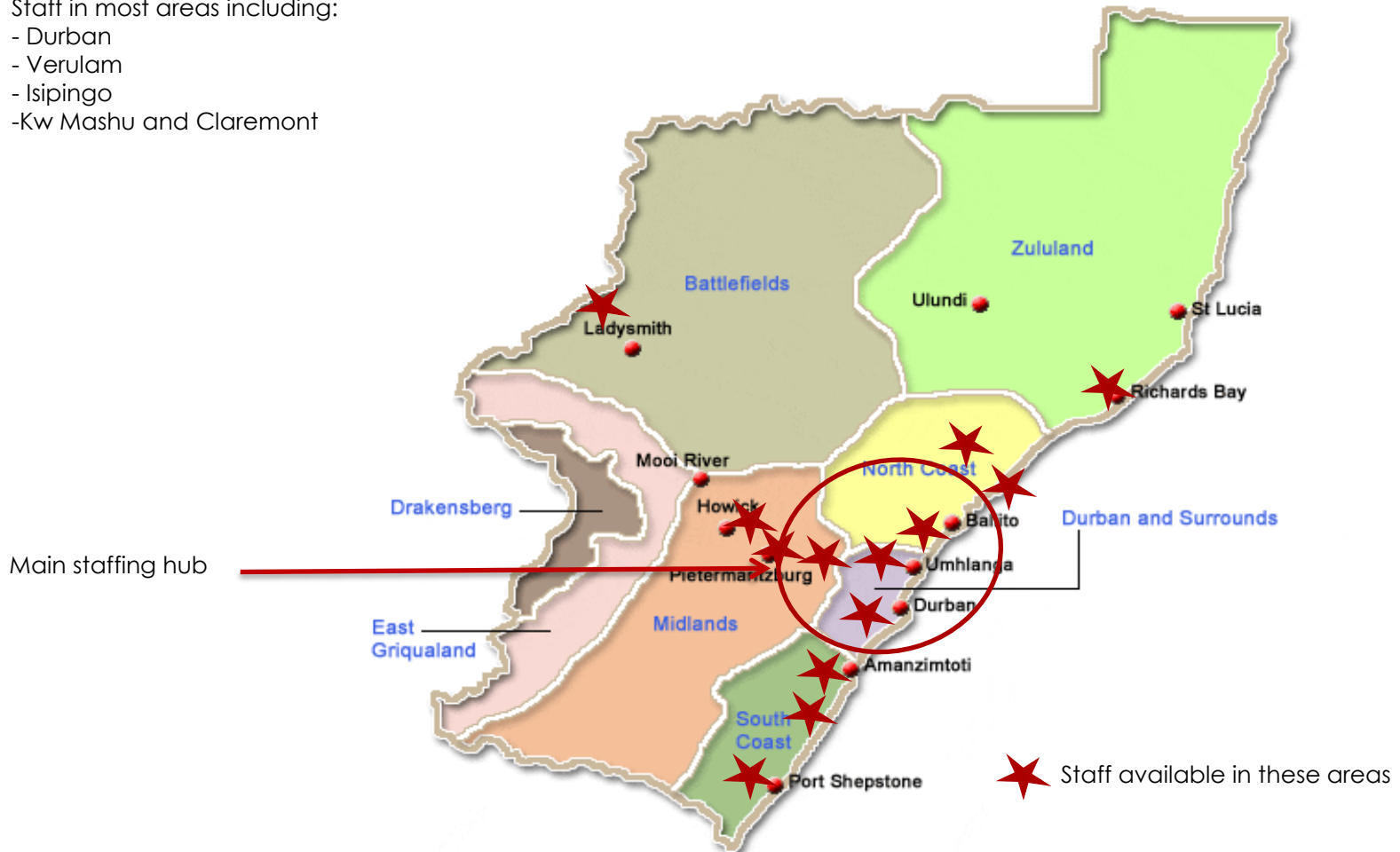
Aubany

## Regional Presence & growth Strategy

KZN

Staff in most areas including:

- Durban
- Verulam
- Isipingo
- Kw Mashu and Claremont



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# RGMA

Promotions

KZN



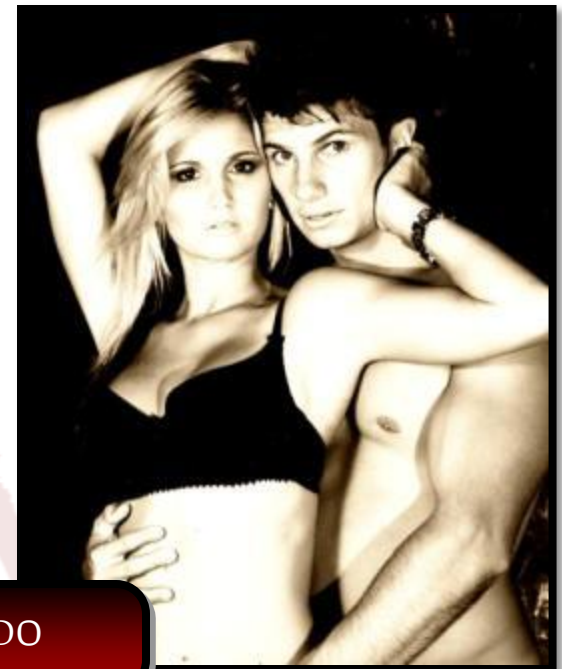
Priyanka



Cindy



NICOLE



EMMA & RICARDO

# RGMA

Promotions

KZN

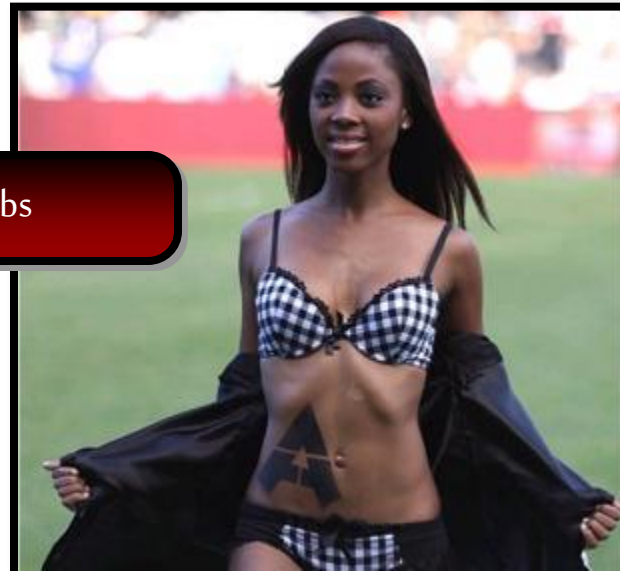
Janine

Tarnia

stanley



Khabs



## Regional Presence & growth Strategy

EC

Drakensberg District

Staff in most areas including:

- PE
- EL
- Grahamstown



★ Staff available in these areas

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# RGMA

Promotions

EC



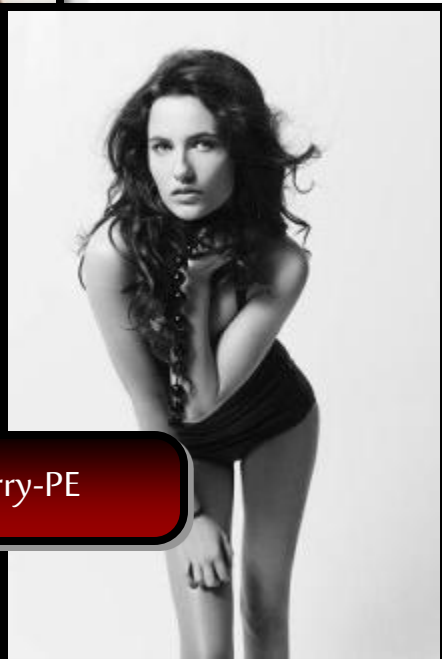
Noks -Pe



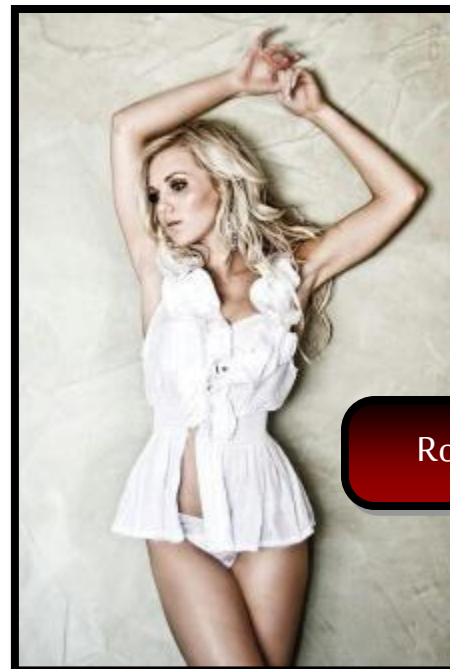
Sanchia -Lee



ZONA - EL



Kerry-PE



Robyn-PE

## Regional Presence & growth Strategy



★ Staff available in these areas

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FS - BLOEM

Monique



Thobeka



Juane



Ryan



Kesha & Gabriella



Ruche



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