

K I D S ' P E O P L E



## THE TEAM

You can be confident that Lucy or Sophie will lead every experiential children's event, overseeing all activity, finding the right children's staff, managing a team of professionals to deliver your children's event to your specification on time and on budget to the highest possible standards.

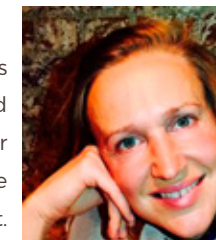
### LUCY

Lucy is a highly accomplished and versatile project manager with over 20 years of successful event production expertise. Following a degree in Arts Management Lucy has run or been responsible for thousands of events large and small all over the UK ranging from music festivals to large scale corporate events in venues like Tower Bridge Walkways and Edinburgh Castle. Lucy's calm and professional approach ensures a rational and thoughtful planning process and great client relationship.



### SOPHIE

Following a successful dancing career Sophie set up a children's entertainment business after many years of experience being a children's entertainer herself. Her business flourished under her dedicated and passionate approach to providing exceptional children's entertainment and customer service all over the South East of England. Following more and more demand for large bespoke events and corporate dealings, Sophie teamed up with Lucy to create Kids' People - Children's Event Staffing and Management.



## We Are KIDS' PEOPLE

We love running spectacular children's events. We at Kids' People are unique in the service we provide - we focus only on events for children.

### We Provide Staffing

We put our time into finding the right people ("kids' people"! ) for children's events - not just promo staff. We know the formula for finding the right teams for all our events for children.

### We Create Bespoke Children's Events

We create, staff and manage children's events all over the UK. From the first point of contact to the last detail we will make sure everything about the event runs with precision and perfection.



KIDS' PEOPLE



## We provide the perfect staff for children's promotional events

We thrive on being a diligent promotional and experiential staffing agency, providing top quality promotional staff for product and service promotion. We provide experiential staffing for campaigns aimed at children.

At our children's event staffing agency in London we recruit only highly experienced promotional staff which enables each product or service to be promoted to its very best. We have a comprehensive bank of staff in London but after many successful UK wide campaigns we can provide experiential staffing throughout the UK and Ireland.

We have provided event staffing for children's events in London and all over the UK for many quality brand promotions and have exceeded our client's expectations in the running of their event or promotion.

We know that the most successful children's events have the right staff running them. Kids' People can help you with this. Over the years, we have grown a big network of kids' people all around the UK, who are all about making children's events fun and memorable.

If you are planning an exciting experiential event for children, we can provide you with the perfect promo staff.

### Our experiential children's event staff are...

- High energy – but also able to keep calm when required!
- Engaging and enthusiastic
- Experienced
- Patient
- Good communicators
- Just genuinely fantastic with children!

At all times we guarantee our experiential staff to be diligent, reliable, presentable, and punctual. They are all CRB checked and have Public Liability Insurance.

If you have a great idea for a fantastic children's experiential event, we can provide you with the right staff... real kids' people!

## We love organising spectacular children's events

We have created and managed thousands of spectacular events for children for many years. Our comprehensive children's event management service aims to inspire and help you.

We have run thousands of successful children's events and have a long list of happy clients ranging from high net worth private individuals to celebrities and large corporations. We procure only the highest quality artists, entertainers and suppliers that have been tried and tested by us first. We know what to look out for, what works and what doesn't.

In addition, we have an in-house dedicated team of highly experienced professionals at the ready to provide creative, fun, unique and exciting events. We offer a bespoke children's event management service, so we can organise whatever you wish. We can also provide children's event staffing in London and UK wide.

Need ideas? We have lots of them, so we are here to help you and offer our suggestions to give your event that WOW factor if you so desire it to have one.

### Children's Event Management and Staffing London and UK wide

We can manage children's events and provide staff for children's events all over the UK.

Our database of staff is nationwide. We have managed and staffed events in the following locations:

London : Manchester : Newcastle : Birmingham : Cardiff : Dublin ; Leeds

Nottingham : Cambridge : Ipswich : Brighton : Bath : Belfast : Kent : Essex

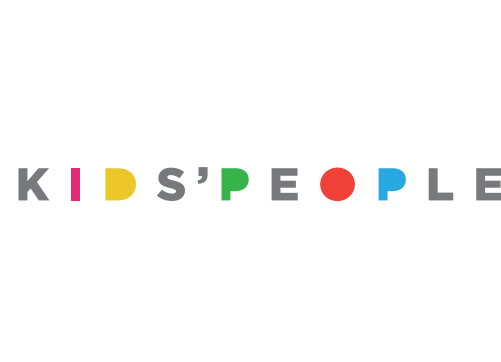
Contact us today on 0207 112 9339 to see how we can make your event or experiential campaign a success!





SERVICES WE CAN PROVIDE FOR YOUR EVENT

- Entertainers
- Face painters
- Sweetie Cart
- Magicians
- Arts and Crafts
- Themed Parties
- Meet and Greet
- Soft Play
- Balloon Modellers
- Bouncy Castles
- Food
- Candy Floss
- Photographer
- Birthday Cake
- Party Bags





# CHRISTMAS EVENT MANAGEMENT

## SERVICES WE CAN PROVIDE FOR YOUR CHRISTMAS EVENT

- Entertainers
- Face painters
- Sweetie Tree
- Magicians
- Arts and Crafts
- Meet and Greet
- Soft Play
- Father Christmas
- Balloon Modellers
- Photographer
- Bouncy Castle
- Food
- Christmas Presents
- Grotto
- Gingerbread House







## “YOU CAN BE ANYTHING” – **BARBIE** EXPERIENTIAL EVENT

### A Children’s Promotional Event by Barbie

Barbie have undergone a recent re-brand with a key message to all their consumers – “You can be Anything” and came to us wanting an all-female team to manage and lead their promotion in Westfield Stratford London.

### Our children’s promo staff in London became experts on Barbie!

Our Manager and “Kids People” ambassadors were trained on the history of the Barbie doll, given data on sales figures and trained in how to deliver the experience – making sure the message of creativity, individuality and that you can now be “anything” was really pushed to the children and adults alike. Our girls also took time out before the promotion to brush up on their Barbie film knowledge, watching Barbie web series and films online so that they had extra knowledge of Barbie and her friend’s and sisters’ names that they could talk to the girls about during the experience. We pride ourselves on our ambassadors going the extra mile to deliver amazing experiences!

### Our staff created an amazing experience for the children

Our Barbie ambassadors were also well presented, interested in fashion and make-up but also passionate about promoting a healthy body image to young girls. They dressed the girls up as either a professional (firefighter), an adventurer (explorer), a dreamer (princess) or a fashion designer and then offered them a Barbie to play with in the experience and spent quality time playing with the Barbie and colouring with the children for up to 10 mins on beanbags around a gorgeous pink table. All our ambassadors were incredible with the girls and made every girl feel special and creative without judgement on their choices – if they were a princess chef, that was okay! Barbie were absolutely thrilled with our promo staff and the amazing experience they offered the children – their patience, enthusiasm and appreciation of every girls’ individuality was a special touch that made the whole experience a positive one.

## EXPERIENTIAL CHILDREN’S EVENT FOR **FLORA** – “FLORASAURUS”

### An experiential children’s event

At Kids’ People, we recruited, interviewed and brought together a fun, hard-working manager and team for our lovely clients to promote their ‘Florasaurus’ experiential event for children.

### Our staff were the best team players and communicators

Our brand ambassadors were trained extensively on all things Flora – the different types of Flora spread, the ingredients, the different oils used to make it etc. – and were given thorough knowledge of other plant-based foods and, of course, dinosaurs! This meant that when they arrived on site, they had loads of fun facts about dinosaurs to tell the children whilst also encouraging them to eat foods that come from plants so that they can be as strong as dinosaurs! We provided a team manager, and team of 15 brilliant Kids People that rotated during the 14-day run to maintain high morale for this energetic experience. We offered our best team players and communicators for this event, so that it could run effectively and smoothly, and they could all work together as a team. The experience ran as a zoning event, which in experiential event terms, means instead of one ambassador taking one group of adults and children around the whole experience, it was divided into sections or ‘zones,’ and ambassadors oversaw a specific section of the experience.

### Flora was impressed by the energy and commitment shown by our staff

The children were dressed up as explorers, complete with binoculars and safari hats, and taken on a journey around several games – some matching foods to the plants they are made with, dinosaur puzzles, a ‘Roar-o’Meter,’ plant riddles and a strength test where you could see how high up on the plant scale you could hit with a hammer – therefore physical and vocal strength was a necessity – especially when roaring like a dinosaur into an iPad with every group! The client was so impressed by all our ambassadors and the energy and commitment they gave to the event and our selfie competition with the Florasaurus went down a treat!







**PORTFOLIO** AGE GROUP : 6-12 LOCATION : UK Tour STAFF : 43

## NERF REBELLE - “SECRET AGENT” CHILDREN’S PROMOTIONAL EVENT

### Promoting the brand new range of Nerf Rebelle Blasters

Our team of Nerf Rebelle Secret Agents went undercover to take on a secret mission! Our “Kids People” manager and team had the challenge of raising brand awareness for the new products that were specifically targeted at the young female market, with all the products coming in brightly coloured purple and pink styles. By supplying the client with our fun, energetic and hands-on ambassadors, this meant that girls were unafraid to join the mission and get stuck in with the boys who already knew the products in the “boy colours.” Auditions were held to find the perfect secret agents that were good communicators, great with kids, good team players and would sustain this high energy all day so that every child had the same experience. There was also a certain level of fitness and flexibility required, as reloading 300 darts in 10 seconds from the floor and firing bows and arrows all day was not for the faint hearted, so we made sure our freshest and physical performers were used!

### Every child felt like they had been on a real secret mission

The client also wanted to highlight the secret messages and spy features on the new products that would greatly appeal to young girls wanting to communicate secretly with their friends. Our Nerf Rebelle Secret Agents embraced this fully and went all out in delivering an experience as believable Agents. They referred to one another as Agent (Name), became a character throughout the experience and made every child that came through the experience feel like they had been on a real secret mission by the time they left.

### The client was impressed by our team, and the kids absolutely loved it

The event ran smoothly, with the manager we provided liaising with the client regularly with stock updates and daily communication with how the event was running, footfall etc, and we had amazing feedback with sales at ‘The Entertainer’ blasting through the roof! The client was so impressed by our team and the kids absolutely loved it! All our ambassadors also said how much they enjoyed delivering the experience and have already signed up for the next mission!

AGE GROUP : 2-15 LOCATION : London, Belfast & Birmingham STAFF : 42

**PORTFOLIO**

## LEGO – “BRICK LIVE”

### Brick Live – The UK’s largest LEGO exhibition

Survey after survey shows Lego to be the most popular toy of all time....and we agree...we love it! So, when we were approached by Brick Live, the UK’s largest Lego exhibition to staff their event in Excel London and Titanic Centre Belfast and Birmingham NEC we were absolutely thrilled! An event concentrated solely on the world’s most famous colourful bricks, our staff were super excited to get involved and bring the Lego magic to life for all the children visiting the event. Our Kids People Team had the task of encouraging the children to get involved and get creative, whether it was building with Lego Friends, building their own car to then race on the track, or interacting with their parents who were more than happy to get involved with the building!

### Our team got really great feedback from the visitors

When providing staff for a children’s event, Kids People only provide the best, and everyone commented on how bubbly, fun and enthusiastic the team were. There were a lot of autistic children at the event as Lego is something through which they can express their creativity and themselves, and our staff made sure every child was treated equally and with the patience and care they needed. They were even incredibly subtle at breaking the models down towards the end of the day when the bricks were running low to ensure no children’s hearts were broken!

### The kids, parents and Kids People team had so much fun together

All our children’s event staff members loved working with Lego at the event and releasing their inner child again! They commented on how creative the children were, and how lovely it was to see children and parents really getting stuck into something they could do together – and using their hands! They loved helping build models with the kids, carefully carrying their creations on to display podiums and making the children feel special for the entire day. It was a fantastic event to be involved in and a huge success! Thank you Brick Live!







**PORTFOLIO** AGE GROUP : 4-9 LOCATION : London & Newcastle STAFF : 11

## “DREAM EXPERIENCE” - **BARBIE** EXPERIENTIAL EVENT

### The Barbie “Dream Experience” Experiential Event

Barbie wanted to create a “Dream Experience” for children visiting their newly designed and created stand and needed “Kids People” to provide them with a stand manager and highly motivated and excited team of female children’s professionals, who of course loved the world’s most famous doll, Barbie. Our team went into pink mode to select the finest team of Barbie fans who it goes without saying were brilliant with children. The team were trained up on the Barbie brand history and facts.... a lot that were already known by the team! The team were then trained up with all the activities that would be offered at the activation. The children could choose their own career, they could be a hair stylist, a make-up artist, or a fashion designer...how exciting!

### There were so many exciting activities to choose from!

For the fashion designer activity, the children could design their very own Barbie dress to take home. For the hair stylist activity, they would receive a hair clip and hair chalk to colour it in a cool design. And for the make-up artist we were working with the latest Barbie technology! A cool app on the iPad that you could try out all sorts of different looks without touching a makeup brush! Then onto the career catwalk and Wish Wall! “Kids People” supplied a manager, an assistant manager and a team of 10 female staff to make the event run super smoothly. We were also selling the dolls on the day, so the team were trained up in cash handling and sales.

### The client was so pleased the event then went North to Newcastle

It was such a fantastic event full of so much variety the team absolutely loved it. The response was overwhelming with a queue going around the stand with children eager to visit. On two of the days we were also visited by the real-life Barbie herself! It was such a success that Mattel then decided to take the Dream Experience up North to Newcastle, where “Kids People” again provided the management and staff to create another successful run of the Dream Experience.

AGE GROUP : 3-13 LOCATION : Essex STAFF : 17

**PORTFOLIO**

## ROALD DAHL “MESSY ADVENTURES” COMPETITION EVENT FOR **PERSIL**

### One lucky child would win... a day in the wonderful world of Roald Dahl

When we were told about this project, everyone in the office was extremely excited.... not only a super cool children’s competition event for us to staff and manage, but also based around one of our favourite children’s authors, Roald Dahl! Persil were running a competition with the most amazing prize, a day in the wonderful world of Roald Dahl. And who better to bring that magical world to life on the day than the staff of “Kids’ People?!”

### We contacted our huge database of children’s specialists who would bring the day to life

After a brainstorming session with the client, where we shared our children’s expertise of the best and most fun children’s games and activities, we contacted our huge database of children’s specialists to book them as “Animators” literally to bring the magical day to life for the children. The day was set in the most beautiful country house in a very rural location with a stunning garden. We helped set up the game zones, the Wish Tree, Alligator Limbo, Esiotrot Hop, Mr Foxes tunnel, Willy Wonka parachute, Witches brew treasure hunt, and Spiker and Sponges Peach chase. The day was dreamlike, starting with heavy clouds and what looked like rain that would spoil the garden challenges, then the clouds blew away and the sun shone all day!

### We supplied a team of 12 great children’s staff... and professional actors too

We didn’t only supply a team of 10 Animators, a manager and an assistant manager to coordinate, but also professional actors to play characters from the world-famous story books. We supplied a Granny, a Witch, a Headmaster, a School Girl and the compere for the day, Roger Sidebottom! With their professional costumes and make up they really looked the part. Our actors were not only professionally accredited actors from the West End and TV, they were also picked as they were of course fantastic with children. The day was incredible, and the client was delighted with the diligent and extremely high calibre of the staff, who made the day a complete success.







**PORTFOLIO** AGE GROUP : 7-10 LOCATION : London STAFF : 16

## EXPERIENTIAL EVENT - EUROPEAN LAUNCH OF AMIGAMI

### The European Launch of AmiGami

When AmiGami launched their supercool product in Europe and chose London as the place for it to launch... we were thrilled and couldn't wait to provide our creative and excited "Kids People" manager and team to run the stand and bring the event to life! We were asked to provide an activation manager and a team of brand ambassadors to run the event in both Stratford Westfield shopping centre and Shepherd Bush Westfield shopping centre. So, we went through our database, and picked those with an artistic flair, who of course were also fabulous with children. The brand ambassadors job was to show all those children out there what a really amazing product it is. And what a fun experiential event it turned out to be!

### Kids' People team get Arty!

Our brand ambassadors all went through training and got very creative and arty and learned all the different techniques, so they could showcase them to the waiting fans that were eager to find out more about it. Some of the designs were really tricky and took a while to master but soon the Kids People team were AmiGami experts! They even got to take some home to train up and practise before the start of the event. The models were so cute and fun that our team loved getting the designs perfected. The target audience was girls between the ages of 7 and 10 so we reinforced this to the team to make sure there was a more "grown up" vibe about their persona, and they were cool to hang out with on the stand! This worked a treat and the stand was packed with girls of this age bracket having a wonderful and memorable experience.

### Our staff loved the artsy elements and so did the children!

It is not every day you get to make AmiGami models for a living! And our team thrived off the fun and creative activation, which shone through and encouraged the children to have a wonderful time on the stand. We had great feedback from both the children and parents on the stand and the client too....what a fab event!

AGE GROUP : 5-10 LOCATION : UK Tour STAFF : 29

**PORTFOLIO**

## "BARBIE IN PRINCESS POWER" - DVD RELEASE UK PROMO TOUR

### A very pink UK tour!

The lovely Barbie had her very own new movie to promote "Barbie in Princess Power" and needed our wonderful promotional staff to spread the word! Not only in one area though... we toured the bright pink inflatable Barbie Dome all over the UK making sure everyone knew all about Princess Power! We provided a tour manager to make sure everything ran smoothly from location to location, along with a fantastic expert local team of "Kids People" in each location.

### Our staff spread the word on empowering and building confidence in children

The inflatable bright pink dome was transported from one town to the next and in each town, it was down to us at "Kids People" to pick a perfect local team to make sure that everyone who came to visit us had the most amazing time. The DVD is all about empowering girls and building their confidence, so we made sure the staff were all spreading this message and making it a very positive experience to all that visited. And they did!! Then.... the highlight.... each child got to meet the real Barbie! Of course, beautiful, friendly and always with a smile Barbie greeted hundreds of children. They lined up in front of the Princess Power back drop and our talented "Kids People" crew took their photo. After a few minutes chat to our team about their superpowers and having a chance to play with the new Barbie dolls, their photo was printed out and ready from them to take home in a goody bag and cherish forever.

### Another successful event shown in DVD sell outs

Our staff absolutely loved being part of such a cool movie promotion. The event was a huge success, as the close by toy shops sold out of the DVD and some of the Barbie dolls too. Our event staff loved the challenge of using all their different skills. photography, printing, organising.... but most of all their forte of being absolutely brilliant with children and making sure the Barbie magic was felt by everyone that visited the Barbie Princess Power dome.







## HSBC - CORPORATE CHILDREN'S CHRISTMAS EVENT

### Corporate Christmas Event

Last December was the 7th year where we have had the pleasure of supplying all the best entertainers and artists in the business, full of energy, bubble and excitement for the HSBC Head Quarters at Canary Wharf Children's Christmas event. We take over the entire 11th floor in Canary Wharf, where the views are really great! We supply Top class entertainers, magicians who specialise in children's events (but who also do close up magic for the astonished parents!), face painting artists (not just face painters, they can paint literally any face you want!), arts and crafts rooms and monitors and balloon modellers. We also supply a soft play area with monitors and "Winter Wonderland" themed room decoration.

### We supplied the best children's staff, who work exceptionally as a team

We begin the planning of the event by carefully selecting the best staff who all complement each other and will work well as a team so the event runs flawlessly. Our managers arrive very early in the morning, to coordinate the furniture moving within the office, the room decoration to make sure each snow flake and sparkle is in the right place, to help with the arrival of all the artists and make sure they are all escorted through security and up to the party floor and set up with plenty of time to spare.

### We made sure the children had the most incredible time

As soon as the children arrive it is time for the performance, and each artist is set to work on making sure the children have the most incredible time. After 3 hours of dancing, singing, sticking, cutting, balloon modelling, face painting, plate spinning, magic watching, competition winning, playing and having a ball.....it is time for the children to go home for a well-earned rest! And that is when we go about packing up, clearing up and leaving the offices back to being serious and looking forward to us visiting again!

“ Thanks so much for all your help in making the project successful, lovely to work with you and the girls once again! ”

### Barbie Promotional Event

“ Massive thank you for all of your help with the Persil event, overall it was a great success and the client is thrilled! The animators and actors were wonderful, and really brought the event to life, do please pass on our thanks, I wouldn't hesitate to use any of them again on future events, or in recommending them for other activities. ”

### Persil Competition Winners Event

“ The staff were, again, fantastic. We've had a lot of good feedback about them. Thank you for your help supplying them in such short notice. I hope to work with you again soon! ”

### Brick Live- The UK's largest LEGO event

“ I just wanted to drop you a line to let you know how well things are going with Nerf Rebelle so far and to thank you for such a great team, I was on site today and was genuinely very impressed with each brand ambassador, whom I saw really engaging with the consumers and their families - they are a credit to you. ”

### Nerf Rebelle Event

“ The feedback from the employees and their families was overwhelmingly positive. Your team performed excellently. We look forward to working with you again in the future! ”

### HSBC Family Event

“ Lovely to meet you and thank you to you and all of the team for their hard work at the show, everyone was fantastic! We'll definitely be working with you again in the future! ”

### Kidtropolis

“ The girls worked really hard so thank you. They were brilliant at demonstrating and also helped with on camera pieces for the Toy Fair TV demo zone. They have been fab! ”

### Tomy @ The Toy Fair





**K I D S ' P E O P L E**

**CONTACT US:** 0207 112 9339

TEAM@KIDSPeOPLE.CO.UK