

## It's All About The People

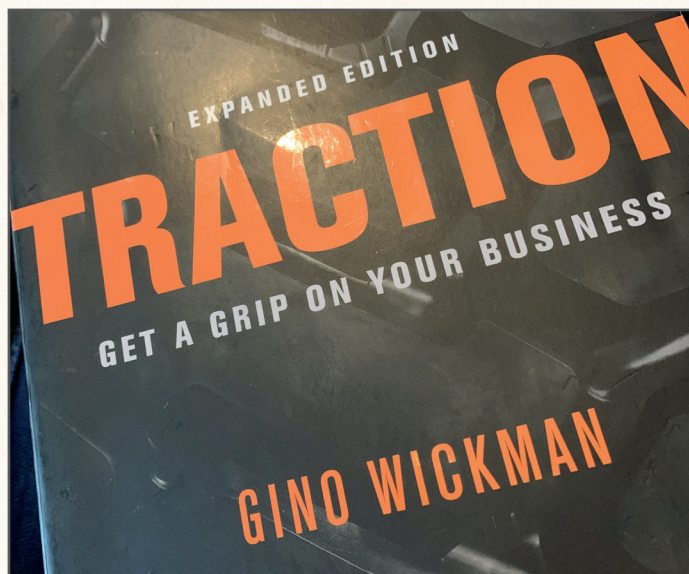
Sadie Groom  
Managing Director

We all know this is the truth and I constantly use the saying in the office that whatever digital magic the world now has people still buy off people. But what is it about people and their traits that are so important?

It is because we are all so different but ultimately part of the same human race with a need to belong to a tribe. The tribe can be your work one, your home one, your social one and for me and my regular readers this will not surprise you my golf one.

Regular readers of the Bugle will also know about my love of business books – this has increased over the past year since being part of the Action Coach tribe which recommends that you read a new one every week (my coach Martin who will be reading this will testify that I haven't managed this quite yet!) A new favourite is called Traction (Gino Wickman) which has a people component section and here is a snapshot of what it says.

One of the things that great leaders say is that they could only achieve what they have by having great people but what does this actually mean. Firstly, it is all about aligning to your company goals or your vision and creating up to eight values that those people need to adhere to. You then look for their and yours unique ability – this is the one superior skill that your team, clients or friends value you for. In order for your business to gain traction you then need to have the right person



in the right seat i.e. they have to fit your values and be in the right job for them so they are using their unique ability. Traction's Accountability Chart is a great device to use (see diagram) and the recommended bar to set for a company with five core values is three pluses, two plus/minus and never a full minus.

Once you have this you then build your structure of the business/department, with no names in it, based on the premise that all a successful business needs is three operational parts – sales/marketing, operations and finance. You put your leaders into these roles and then work down from there who is reporting to who. How do you fit all these people in – you use the GWC method – Get It, Want It and Capacity To Do It. You must get three yes's on all of these points

in your Accountability Chart – if not the wrong person is in that role or you might think you are.

Why is this important if you work for someone else – it is crucial for creating the right team around you and also judging yourself to see where you fit in the business. It is definitely something that the Bubbles have worked through and we have seen its positive effects. So put Traction on your Christmas list and happy reading over the holidays.

NAME	GET IT	WANT IT	CAPACITY TO DO IT	YES	NO	YES	NO	YES	NO
JOHN SMITH	+	+	+	+	YES	YES	YES	YES	YES
SALLY JONES	-	-	-	-	YES	NO	YES	NO	YES
GEORGE WILSON	+/-	+/-	+/-	+/-	NO	YES	YES	YES	YES

## PAPPED!



Sadie, Nicki Fisher and Amy at Clear-Com's Cambridge office



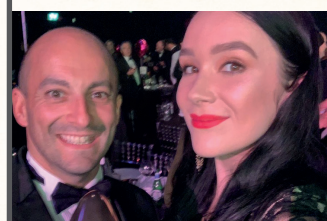
Louise, Will Strauss and Amy at IBC



Josh and Steven at the AV Awards



Denise and Andy Quested, BBC at IBC2019



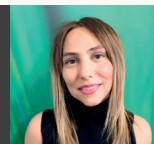
Amisa and Andy Hook from Whitelight at the AV Awards

To get into the next edition, look out for the Bubbles at events and grab a papped pic!

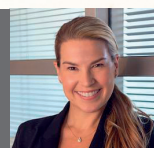
## WELCOME, NEW BUBBLES!

It's an exciting time for Bubble Agency as we continue to grow the business with one new team member in the UK and one in the US.

Many of you know Kelli Neve-Read from her 10 years at IBC, her most recent role as Head of Events. She joins Bubble as our Business Development Manager, working with Sadie and the team on our offerings, client services and new business efforts. This is a global role for Kelli and she is based in our London HQ.



Season Skuro joins Bubble after working as a senior level public relations and corporate communications executive with 20 years' experience in the technology and entertainment product sectors. Season is based in Los Angeles and is delighted to be working with a range of clients promoting them in North and South America.





## CULTURE CLUB

# Beautiful Budapest

Amy Swallow  
Account Manager

Since emerging from behind the Iron Curtain, Budapest has become one of Europe's best-loved short-break destinations. And with good reason. The city has been called the 'Paris of the East', and romance is all around, although I did go with my best friend, so no romance for me!

Through the middle of the city runs the Danube river, much nicer than the Thames, the lights from the illuminated bridges reflect on its surface. The hills of Buda rear from the western bank which is home to the cobbled medieval quarter with its grand palace and multi-coloured Matthias Church, the architecture made me feel like I was on the 'It's a small world' ride in Disneyland.

Across the river sits the magnificent domed Parliament building, which when lit up at night time, is stunning, especially by boat. And with 'champagne' on board at £2.00 for two glasses, what can go wrong!? Additionally, the building is surrounded by shops, bars and



cafés that give Pest its buzz, so it's easy to find somewhere after your boat ride.

During the day, you can browse a colourful market for wooden crafts in the morning, soak in a thermal bath after lunch (which we didn't

do, bathing with strangers is not at the top of my agenda on holiday!) and head for the crumbling courtyard of an atmospheric 'ruin pub' after dark. Every type of cuisine is represented in the restaurants, my friend is vegan, so we ate vegan the whole time, and

with my food allergies, I didn't put up a fight.

Budapest is great for a four-day city break, there is so much variety of things to do at your fingertips, if you're looking for a fun city, this is definitely one I recommend.

## A MORE GLOBAL JAPAN: TOKYO 2020

Natalie Meyer  
Founder & CEO of Japan market  
research agency Tokyo-esque

**It is well known that within Japanese culture, change takes time. So what happens when events force change? This is what is happening with Tokyo 2020 right now: the Olympic Games are coming, whether they like it or not.**

As other countries before, the populace is divided: some see it is a waste of government resources; others view it as an opportunity to increase Tokyo's economic impact.

I view it as a catalyst for change. As part of the cultural insight

and market research that we do at Tokyo-esque for businesses expanding into and out of Japan, one of the biggest trends we have seen in recent years is a deep understanding of the *need* to globalise.

If you were to stand in Tokyo now, compared to ten years ago, you would notice the following: more tourists; more non-Japanese residents; more English signage, as well as Chinese and Korean; more people working flexibly, in co-working spaces and from home, and even more fathers playing with their children – because their companies are forcing them to go home earlier; more women going into business. Growing pains come with all of this, but generally, this is positive for a traditionally isolated, community-orientated country that wants to participate globally.

Tokyo 2020 (and World Rugby 2019) have increased the pressure. Japan

has come into the global spotlight for the first time in many years. This is immensely beneficial for those who support a trend of globalising. On the cusp of Tokyo 2020, there are two groups. One is domestic and inward-looking — this group cuts across all ages. It is not strictly young or old, male or female. The second group has had some sort of global influence. They want progress. They want Japan's technological prowess to translate into more innovation, more integration in global business, and also more tolerance and openness. Perhaps this can be seen everywhere, but I think it is especially apparent in Japan.

The other day, I spoke to a Japanese man who has lived abroad since university. He is married to a Latin American woman; he speaks Spanish, English and Japanese fluently. He was passionate about the life he found outside Japan, yet even he knew that one day he would



return home. It is people like these who will shape their countries in the future, and indeed benefit them. And the Olympics is one such major event that is forcing these things to happen even faster than before.

I would say: watch carefully what happens in Japan as the 2020 Olympic legacy kicks in. Not just leading up to the Games — but also in the near future.



# It's Nothing Personal, Or Is It

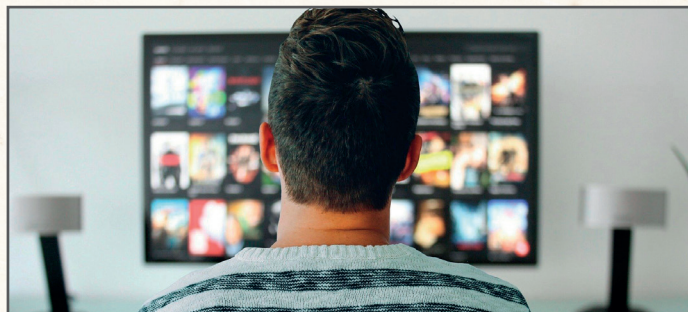
Following Netflix's lead, a multitude of companies are launching online video services, alongside this, personalisation is becoming the norm. Though this is great for consumers, we are now seeing huge fragmentation.

Nowadays, people desire to watch all manner of content across all different devices, but multi-screen personalisation is far more than offering search and recommendations.

Paolo Pescatore of PP Foresight suggests that "providers should be virtualising and automating processes at the outset." This includes tagging shows by numerous parameters, allowing for more searches content personalisation.

Jamie Hindhaugh, COO at BT Sport, believes that the next wake of innovation is coming from object based broadcasting, this new technology "represents the next step in the ultimate viewing experience in enabling greater customer personality."

Monterosa CEO, Tom McDonnell argues that second screen experiences work best when fully integrated into



a TV concept, like voting on a show. Initial experiences focussed on integrating multiple feeds which were out of synch with the main TV.

As Pescatore, tech, media & telco analyst at PP Foresight points out, "This highlights one of the challenges of delivering OTT services via the Internet and hence the growing importance of addressing low latency."

McDonnell believes that the rise of mobile-first gameshows like HQ Trivia, pioneered ultra-low latency video combined with overlaid interactivity. "HQ was faddish but the techniques are not...while second screen experiences need to overcome a barrier, in connected environments and OTT apps, we can let users participate with a simple tap or voice command."

People still prefer to watch great content on TV. There are still

opportunities for mobile devices to play an integral part with an immersive second-screen experience. This is where object-based broadcasting will increasingly become important. Hindhaugh, COO at BT Sport, argues the future of personalisation is "delivering one-to-one TV services and this mechanism will create an opportunity for a conversation with the viewer."

All of this gives a glimpse into the potential of personalisation. These elements along with on-screen graphics, serving ads dynamically, real time stats integrated with the feed remain important elements for TV providers to differentiate. Ultimately providers need to understand each user to provide personalisation.

*This is part of a Bubble Insight article for the full version please contact [hello@bubbleagency.com](mailto:hello@bubbleagency.com)*

## UPCOMING DATES FOR THE DIARY

Here are some of the forthcoming events for broadcast, film, AV, audio and sports.

7-10 JANUARY 2020  
**CES**

Technology – Las Vegas, USA

31 JANUARY – 1 FEBRUARY  
**BSC**  
Film – London, UK

5 FEBRUARY 2020  
**BROADCAST AWARDS**  
Broadcast – London, UK

11-14 FEBRUARY 2020  
**ISE**  
AV – Amsterdam, Netherlands

13-15 FEBRUARY 2020  
**BES**  
Broadcast – New Delhi, India

24-27 FEBRUARY 2020  
**MOBILE WORLD CONGRESS**  
Technology – Barcelona, Spain

26 FEBRUARY 2020  
**KITPLUS SHOW**  
Broadcast – London, UK

11-12 MARCH 2020  
**CLOUD EXPO EUROPE**  
Technology – London, UK

27-28 MARCH 2020  
**SPORTS PRO OTT**  
Sports Media – Singapore

31 MARCH – 3 APRIL 2020  
**PROLIGHT+SOUND**  
AV, Frankfurt, Germany

31 MARCH – 2 APRIL 2020  
**CABSAT**  
Technology – Dubai, UAE

31 MARCH  
**MONDO\*DR**  
Installation – Frankfurt, Germany

18-22 APRIL 2020  
**NAB SHOW**  
Broadcast – Las Vegas, USA

## WHAT I DO WHEN I'M NOT BUBBLING

Season Skuro  
US Publicist

**Tennis is a sport I've loved since I was a child. During my summers growing up, I would attend golf and tennis camps but I didn't continue with the sport very regularly throughout my childhood or young adulthood.**

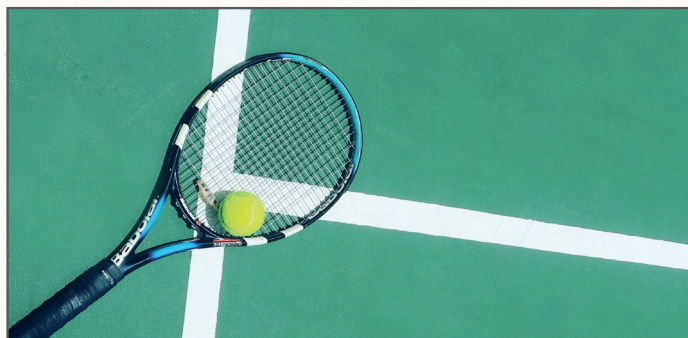
About five years ago, I joined a local tennis club, began playing on a weekly basis and started playing doubles for the first time. While playing at my local tennis center, I met a group of people and we began playing in a local tennis league. Recently we decided to join the United States Tennis Association (USTA) league and play other regional clubs.

My husband and our two children, Sofia aged 12, and Carson aged 7, also play tennis and it has become a sport that we enjoy as a family. My husband is the captain of a 4.5 USTA tennis team that regularly competes in the Southern California sectional tournaments. We love to watch him play and cheer on their team.

One of the things I love most about playing tennis is that it allows me to

spent time outdoors in our beautiful and sunny California weather year-round, as well as spend time with my friends and family.

Tennis reminds me of the importance of teamwork, positivity and having fun whether we win or lose. Those skills are something I value when I'm on the tennis court and working with my Bubble colleagues and clients!





# My Favourite Things

## INTERVIEW

Each issue we'll put a Bubble under the spotlight to find out what makes them tick... this issue it is **AMISA SAARI-STOUT**, our superstar Senior Account Executive.

### Favourite meal to eat?

At the risk of sounding super-American I LOVE Mac and Cheese. Or basically anything with cheese. It can be made in such a variety of ways with so many types of cheese and ingredients but hands down with a bit of bacon, jalapeños, and some brie is unparalleled.

### Favourite dish to cook?

My Grandmother's no sugar added banana bread, but I've changed it up a bit to swap out the eggs for coconut oil and I add some dark chocolate chips for a bit of sweetness. It is such a simple recipe and proven crowd pleaser – plus the entire flat smells amazing after cooking it.

### Favourite TV or film show?

*The Green Mile* is my favourite film. The book is amazing as well. I think it bring up so many important themes about good versus evil, the nature of humanity, and that the world isn't as black and white as it seems.

### Favourite book?

I've read *Pride and Prejudice* by Jane Austen several times. It's one of those books I could go back to again and again. I think it's such a great love story and she does an incredible job describing the rules and regulations of society at the time.

### Favourite holiday destination?

Minnesota, which is where I come from in the US, is beautiful in the summer months. We are known as the 'Land of 10,000 Lakes' so you can imagine the water sports and outdoor activities to get involved in. Minnesota also has the State Fair in August which is literal foodie heaven. Best chocolate chip cookies on earth!

### Favourite band?

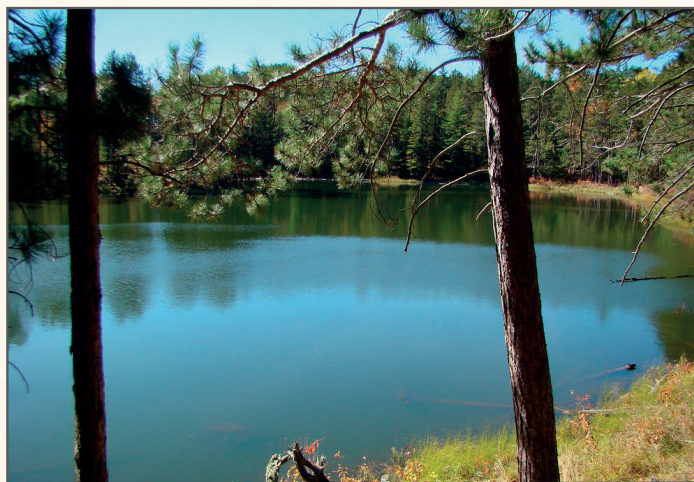
I go through phases of who I like and listen to, but my tried and true favourite is Panic at the Disco. When I got my record player, I bought two of their records right away.

### Favourite scent?

Lavender. I am big into essential oils and lavender is great for relaxation, calming, and sleep.

### Favourite word?

Cosmopolitan, which means having wide international sophistication, or being worldwide rather than limited or provincial in one's scope or bearing.



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## VEGAN 'BEET' BURGERS by Josh Paterson



The vegan hype has taken full swing here at Bubble Towers and we're all doing our bit to reduce our carbon footprint. But you can't give up burgers I hear you cry...?

Beetroot is a popular meat-replacement in vegan recipes, with a course and juicy texture, so I've had a go at making some tasty plant-based alternatives to the beefy counterparts we're all accustomed to!

## INGREDIENTS

- 272g grated 'beets' (roughly 2!)
- 61g flake rolled oats
- 99g canned lentils
- 75g all-purpose flour
- ½ yellow onion, finely chopped
- 2 cloves garlic, finely minced
- 1 tablespoon natural peanut butter
- 2 teaspoons dried thyme
- ½ teaspoon salt
- ¼ teaspoon black pepper

## METHOD

1. I usually use the grater attachment on my food processor for this, but you can buy pre-shredded beetroot for less hassle (and to save very pink fingers!)
2. Add the beetroot, along with all of the remaining ingredients to the food processor. Pulse, stopping to scrape the sides, until the mixture comes together.
3. Form into 4 burgers. The mixture is very sticky, so wet your hands in between forming each one to reduce sticking fingers!
4. Heat enough oil to cover the bottom of a large pan over medium heat.
5. Cook the burgers low and slow for about 3 to 5 minutes per side, until they're nicely browned on both sides and hold together well.
6. Serve on a brioche bun, layered with a slice of cooked halloumi and lathered in tasty houmous.