

## Thank Bubble It's Friday

Sadie Groom  
Managing Director

This is the name of the email that I send to the global Bubbles every Friday, reporting on the business, what I have been up to, some highlights of my week and what I will be doing next week. However, in the current situation I have been doing these more regularly - at first daily and now at least three times a week - and thought I would share my thoughts here on our new reality.

What is going on is unprecedented. I don't have a crystal ball and things are changing all the time, but our industries are going to be hit and hit big. But we will survive - because when this is over people will still watch that square thing in their lounge or the rectangular things in their hands, and that content, either old or new, will need to come from somewhere. And they will want to go to events and to network, see their friends, see technology and go to concerts/festivals.

Companies need to keep communicating. There is a fine line on what that looks like, but put yourself in your clients' shoes; they want to be reassured that you are not in panic mode and that you are thinking about them and how you can help them. Yes, there are lots of CEO emails currently in everyone's inbox, but even if they

BUBBLE  
**KEEP CALM AND CARRY ON COMMUNICATING**

don't read it they will think you care because you sent it. You know your audiences - for guidance on tone, look at what you would feel comfortable seeing on your social channels or in your inbox. Look at what other companies in your space are doing and take appropriate direction from the good and the bad. The whole world knows that we need to keep the supply chain going and we are all being hit, so do not worry about criticism - as long as you feel comfortable with where you are on the line mentioned earlier.

Also, don't forget your other stakeholders in this - including your staff, investors, suppliers. I hate the term 'reaching out' because I am not a member of the Four Tops! - but you need to be doing this constantly.

We do all need to keep selling. At Bubble we are using this time when we would normally be at events to clean those databases, get in touch with those people we have been meaning to contact, and write those plans for when the world goes back to normal. At some point you will have to go to 25 events in one week... seriously though, how are you going to staff that and budget for it? How can you move your kit around if that really is the case?

The press also need content. They are going to be suffering very much with advertising being pulled around the tradeshow, so show them some compassion even if you can't give them money, and we will be working hard with you on the new types of content that they want.

In terms of my highlights for next week - I am loving seeing people's backgrounds on the video calls! Mine is a boring wardrobe, but there is some great wall art out there. For our team call last week, we all had to wear our favourite hats, and next week it will be sequins. Feel free to send other suggestions on what you are doing to jazz up your calls!

So there you go - I am here for individual conversations with you for advice, confidence boosting or just a chat about the world.

Finally, a word about the Bugle: we have always loved the fact that the Bugle is printed as we feel that people actually do read it and enjoy something different. However, since most people are currently working from home, this edition will be digital only and we hope to go back to print when this all passes over.

## WELCOME, NEW BUBBLES!

Bubble is pleased to introduce the two newest members of our team!

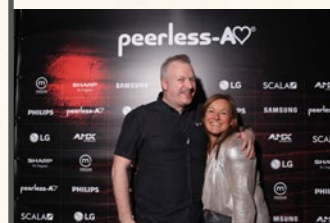
**Laura Cabarcos, Account Director**, is a PR and Communications specialist with over eight years' experience in the Entertainment PR industry. Throughout her career she has been designing and implementing 360° PR campaigns across a wide range of markets. Her client experience includes Netflix, Disney, Mattel, Activision, Proactiv, Friends of Glass and Telefonica, amongst others, specialising in product and brand launches as well as in brand awareness campaigns. She is fluent in Spanish and French.



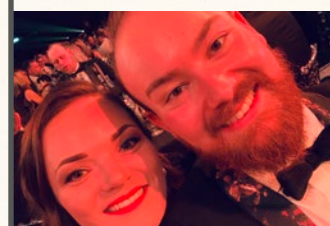
**Kerry Norman, Account Executive**, joins the Bubble team after completing her degree in Journalism at Liverpool John Moores University. Following her experience as a freelance journalist for BBC Radio Northampton, alongside other media experience for both print and broadcast outlets, Kerry brings her passion for everything broadcast and communications to the team.



## PAPPED!



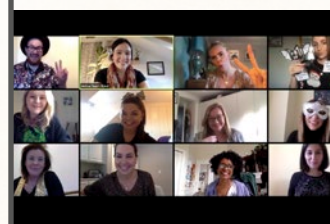
AV superstar Kevin McLoughlin and Sadie at the famous Peerless Party at ISE 2020



Josh and Laura from Mondo at TPI Awards



Lou & the award-winning dock10 at the Broadcast Awards



Bubble team working from home Zoom quiz



Charity the London office plant temporarily moves to a new home

To get into the next edition, send us your best working from home pics!



## CULTURE CLUB

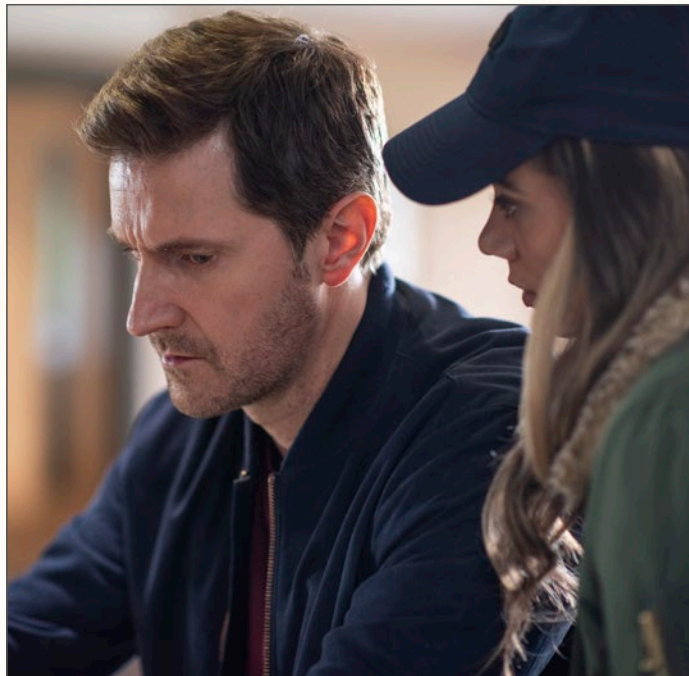
# The Stranger

Kerry Norman  
Account Executive

**In these current uncertain times, we are spending more time than ever indoors with the TV on and a cup of tea in hand. With almost every TV show or film at our fingertips, how are we supposed to decide what to watch?**

Some prefer a comedy, or a thriller, or a good old romcom. My preference is definitely a TV series, eagerly watching the opening titles in anticipation after the last episode's cliff-hanger, telling yourself, "just one more episode..." at 2am. One of the best series I have recently watched has to be Netflix's *The Stranger*.

The story centres around one man and his family who are living their happy-go-lucky family life, until a



stranger arrives to unravel a web of lies. Throw in their friends, neighbours and investigators, mix it with the occasional crime and a pinch of deceit, and you've got the perfect recipe for a binge-worthy series.

The series, filmed in Manchester (with Bubble's client dock10 completing the post-production!), took viewers through a journey of discovery - not only for the audience, but for the characters themselves. Albeit slightly confusing at the start, each character had a story to tell, and a very imaginative story at that. There are times that the plot doesn't seem to make sense, and I think that's the beauty of this programme - it leaves you wanting more. I can tell you now, it's certainly not a series you can watch whilst cooking your dinner, your full attention is definitely required!

Rest assured, the last episode ties up all of those loose ends, and all I will say is that I certainly didn't see it coming!

## FREE PR & MARKETING CONSULTATION ON US

We understand that this is an unusual time and we know how vital it is for you to be communicating and connecting with your customers and communities more than ever.

Our PR & Marketing teams are here to help and available to provide you with a FREE 45-minute consultation.

We will listen to the challenges your business is facing and provide expertise and guidance on:

- PR, marketing and social media top tips and best practises
- Planning and reprioritising marketing and communications
- Ways to create visibility
- Innovative ways to deliver content
- Managing internal and external communications during this uncertain time

To arrange a call, please contact us at [hello@bubbleagency.com](mailto:hello@bubbleagency.com) and we will be in touch shortly.

## THE POWER OF COACHING (AND HOW TO UTILISE COACHING EVERY DAY)

Richard Stokes  
Mojo Development

**I'm a former advertising exec, turned qualified executive coach. I passionately believe in the power of coaching and the transformational effects people can see from investing in a coaching relationship.**

I speak very personally on this subject because I have experienced these benefits first-hand; without coaching, it's unlikely I'd now be a coach, running my own coaching and training business and living in Ibiza (currently on coronavirus lockdown, but otherwise paradise). Coaching helped me not only establish these life



goals but also held me accountable to actually follow through and create these changes.

At its heart, that's what coaching is – a means of creating or adapting to change through enhanced self-awareness and belief. On a practical level, it's an intimate one-on-one relationship with someone who, through suspension of agenda and judgement, will help you do your

best thinking out loud. A sounding board for ideas and strategy, an independent ear to discuss and improve challenging relationships, and an opportunity to consciously work on your own development.

Coaching is different to mentoring. Where a mentor has 'been there, done that' and will share this valuable advice with you, a coach does not need to be an expert in your business, because the coach's job is to help you solve your issues and challenges.

The great news is that we can all coach if we commit to two things. We can better support our teams and businesses once we realise that at the core of coaching is really listening to the very last syllable of the last sentence of what is said. By listening to understand and empathise rather than listening to respond, we have a better opportunity to grasp 'what's

really going on here'. And to listen more effectively, we need to practice asking great open questions that will go deep and encourage thought. To avoid asking closed questions, my pro tip is to watch out for your use of pronouns. If the second word of your question is a pronoun, chances are you'll be asking a closed question, leading to a Yes/No answer.

I hope this short piece gives you a better sense of the potential power of coaching, both as an investment into your business but also a practice that all managers can utilise each and every day.

*Richard Stokes is an accredited executive coach and runs Mojo Development Ltd – a coaching and training consultancy. He coaches face to face in London and also remotely via Skype/Zoom. He also hosts The Mojo Podcast. [www.mojodevelopment.co.uk](http://www.mojodevelopment.co.uk)*



## Time to action: NAB 2020 Plan B(ubble)

Amy Swallow  
Account Manager

After learning the news that NAB would be postponed until 2021, we were hugely disappointed that we were unable to see all of our clients, colleagues and journalist friends in Vegas this year. However, we immediately put our heads together and came up with Plan B(ubble).

Plan B(ubble) has been designed to support our clients who would normally exhibit at NAB, and ensure that they can present their NAB launches and news virtually in front of industry press. We have created

hour-long webinars on 6, 7 and 8 April where each of our clients will have a 15-minute window to present their NAB news to the press, who are invited to dial in live.

All our webinars will be also recorded and hosted on our Bubble website on a dedicated page, and will have our individual clients' news on display - making it a one stop shop for all the NAB news!

Bubble is also thrilled to partner with The IABM, one of the industry's most respected associations, which at this time will present its own Virtual

Press Page to act as a central hub to keep everyone up to date with industry launches and virtual events. The page will feature a virtual diary, managed by Bubble, which will present all the industry press events so it is really clear when each one will take place.

This is the time for our beloved industry to pull together, to help one another and support each other through these very strange and unprecedented times. We will come out stronger than ever and we can't wait to see you all (hopefully) in person, very soon.

As this is looking to be the new normal for this year, we will be organising Plan B(ubbles) for all other industry trade shows we attend.

## WHAT I DO WHEN I'M NOT BUBBLING

Kelli Neve-Read  
Business Development Manager

When not being a Bubble, and when it's safe to be out and about, I quite simply enjoy indulging in quality time with my two favourite 'F's' - Family and Friends.

One of my favourite ways of spending time is enjoying leisurely walks (sometimes running after my little niece...for a little 'un, she runs fast!) through the glorious paths of Greenwich Park or the grounds of the beautiful Old Royal Naval College. Without a doubt we'll find our way to The Old Brewery, nestled away in the heart of the College grounds, and tuck into something delicious like a roast dinner. You'll also spot me wandering around at

the likes of Borough Market, one of the largest and oldest food markets in London. I love a lazy Saturday soaking up the hustle and bustle and delights of the market.

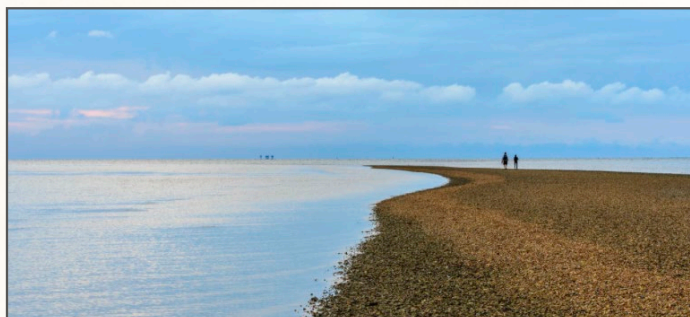
If I'm not in this part of town, then I'm leaving the city behind me and heading down to Whitstable, a seaside town in Kent that is dear to my heart. Here we're taking a stroll along the coast and then popping

into Wheelers Oysters Bar, the oldest restaurant in the town. Or we're visiting the charming town of Rye, packed with history and some hidden treasures like Simon The Pieman, Rye's oldest tearoom.

When I'm not out and about, you'll see me at Dabblers Bingo trying to win big, or singing aloud to 'Livin' on a Prayer' at Lucky Voice karaoke in Soho with my gaggle of friends!

I'm really passionate about how precious time is and spending it with loved ones. I know that not everyone is as lucky as I feel I am. I volunteer for Age UK (East London) which is truly a wonderful charity helping tackle social isolation and reduce loneliness by bringing older people together.

Whatever I'm doing when I'm not being a Bubble, I'm always guaranteed to be enjoying my time with my F & F's!



## UPCOMING DATES FOR THE DIARY

GONE FISHING!





# 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 SEASON SKURO, one of our US Publicist.

### Favourite meal to eat?

Thanksgiving Dinner has always been my favourite meal to cook and eat! I look forward to it every year. The one dish I really enjoy most is yams with toasted marshmallows on top, and I also love the traditional bread stuffing.

### Favourite dish to cook?

I love to make all different kinds of soups. A few of my favourites include minestrone, lentil, chicken noodle and split pea. I also enjoy baking bread, it is actually very easy to make from scratch - and when it's hot out of the oven, it's the absolute best!

### Favourite book?

*The Giving Tree* by Shel Silverstein has always been one of my favourite books since I was a child.

### Favourite hobby?

My favourite hobby is playing tennis with my friends. I play in a league and play recreationally with my friends a few days a week. I have played tennis since I was a young child and I play several times

a week with my friends and family. I really enjoy spending a lot of time outdoors in Southern California, and tennis is a great sport that you can enjoy at any age.

### Favourite holiday destination?

My family's favourite travel destination in the summer is the island of Kauai (Hawaii), and in the winter we always go skiing in Park City Utah.

### Favourite band?

I love music, so this is a very hard choice, but I have to say that Michael Jackson may be one of my all time favourites. I grew up listening to him and it brings back great memories when I hear his music.

### Favourite scent?

The scent of Coconut-Vanilla always reminds me of summertime and vacations in Hawaii. It's always my 'go-to' scent!

### Favourite word?

This is also a hard choice, but I would say my favourite word is "Love". Its powerful, meaningful and something that we need more of in this world.

### Favourite sport?

One of my favourite sports is Baseball. We are big LA Dodger fans and enjoy going to games!

## 'GROWN UP' MAC 'N' CHEESE by Lula Walmsley



The summer before I went to university, my Mum decided that I needed to learn to cook at least one warm meal without burning it, and the safest option was a family favourite of mac and cheese. The 'grown up' part to my recipe is including caramelised onion and salad, because apparently living on a diet of just cheese and carbs is not acceptable.

## INGREDIENTS

- 300g mature cheddar cheese, grated
- 450ml milk
- 2 tablespoons butter
- 1 tablespoon cornflour
- 350g macaroni pasta
- 1 medium onion, finely chopped
- 1 teaspoon oil
- 2 tablespoons maple syrup
- 1 teaspoon soy sauce
- Salt & pepper
- 1 tablespoon brandy
- Salad leaves
- Plum tomatoes
- Avocado
- Radish
- Cucumber

## METHOD

1. Set the oven to 200°C. Add 350g of pasta into a pan of boiling water on a medium heat. Whilst the pasta is cooking, finely chop one white or red onion, add this to a frying pan with one teaspoon of oil on a medium heat.
  2. As the onion starts to brown, turn the heat down to low and add 2 tablespoons of maple syrup and leave to simmer. Remember to keep stirring the pasta during this time to prevent sticking.
  3. Take 2 tablespoons of butter and melt in a pan over a medium heat. Once the butter has melted, add the cornflour and mix. Next add the grated cheese to the pan and slowly add the milk.
  4. Once the sauce is a smooth consistency, add 1 teaspoon of soy sauce and one tablespoon of brandy and mix. Season with salt and pepper to taste.
  5. Add the caramelised onions to the cheese sauce and stir for 1 minute to allow it to take on the flavour. Drain the pasta and add to the cheese sauce.
  6. I like a crispier top to my mac 'n' cheese - to achieve this, add the mac 'n' cheese to an ovenproof dish, sprinkle with cheddar cheese on top and bake for five minutes until crispy and golden.
  7. Whilst the mac and cheese bakes, prepare the side salad to accompany the dish. For this I use salad leaves, plum tomatoes, radish, cucumber and avocado. Once the mac 'n' cheese is baked to perfection, serve in a bowl alongside the salad - bon appetit!
- I have used this recipe countless times over the years, and I am proud to say I can now make this dish in 15 minutes, burn-free.



### CONTACT US:

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