

To LinkedIn or Not To LinkedIn

Sadie Groom
Managing Director

Well firstly, the answer is yes - but more importantly, it is a massive yes! LinkedIn is no longer a recruitment platform – it is the best business social media channel that exists, so are you using it to its full extent?

As I have said many times before, I love a good business book, and LinkedIn Unlocked by Melanie Dodaro was my 'start of lockdown' book. As sharing is caring, I have summarised some of the key points here for how to get sales through LinkedIn; please get in touch with me for my full summary, and we do recommend that you read the book for more in-depth analysis and action points.

The Five-Step Process

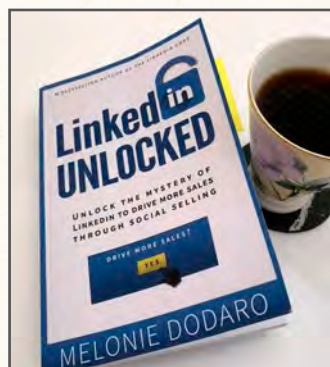
Step 1: Mine LinkedIn for potential prospects

The book suggests setting a target number of new prospects to reach out to every day.

Use the Advanced Search tool; when doing this, exclude first level connections as they are already in your network, and use saved searches (the amount you can do will depend on your membership level).

Step 2: Grow your network

Send a personalised connection request message – for example: "Hello – we both work in M&E and



sports sectors so I thought it would be great to connect."

Send to existing clients, industry peers, press, vendors, alumni, referral partners etc.

If you meet someone at an event, send this request as soon as you are able, mentioning that you enjoyed meeting them at the event.

Step 3: Send a welcome message to new contacts once they have accepted your connection request.

Example: "Hello xx. Thank you so much for connecting with me. [Insert compliment/ask a question about an initiative in their company or regarding something they have shared.] If I can be a resource for you with xx, please contact me and thanks again for connecting."

Do not pitch anything at this stage – it's about building rapport.

Step 4: Send a relationship building message

Example: "Hello xx. I noticed in your profile you have accepted a new position with xx – congratulations, this is really exciting. I've done a lot

of work with different xx companies and I recently saw/wrote this article that I thought might be of interest to you. If you'd like to read it, you can see it here xx. I hope you find it useful."

Step 5: Take the conversation offline

The soonest you should send this message is one week after the last one, but don't leave it too long.

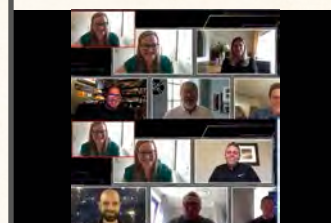
Example: "Hi xx, I hope you are keeping well. I was working recently with a client in your industry and it occurred to me that some of the insights and strategies I helped them with would be highly beneficial to you as well, assuming that you're interested in improving customer engagement with your clients. Is this a priority for you at the moment? I'd be happy to share a couple of insights with you over a quick phone call. Do you have 10 minutes free in the next few days? Let me know a couple of days and times that work for you and I'd be happy to chat with you. Thanks, xx"

This is just a short part of my summary and the book but I hope you find it useful. My new read is Fanocracy, so watch out for my summary of that book soon.

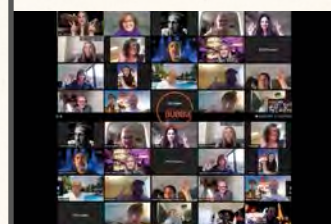
ONE THING YOU NEED TO DO ON YOUR PROFILE:

Recommendations – aim for at least five to 10 from credible people who can vouch for who you are and what you do. When asking for recommendations, do not use the default message – personalise it! And strike whilst the iron is hot if you are speaking with someone offline.

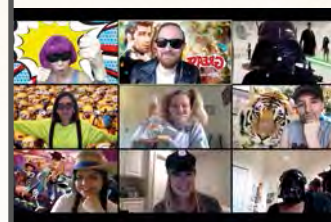
PAPPED!



Chief Bubble Sadie hosts sessions for NAB TV



We Should Have Been in Vegas NAB2020 Industry Quiz



Bubble Team Movie Theme Quiz



We Should Have Been at MTPS Industry Quiz



Josh joins AV Magazine's Virtual Party

To get in the next edition, send your best working from home photos to us at hello@bubbleagency.com

WELCOME TO OUR NEWEST BUBBLE

We are pleased to announce the newest member of the team, Melanie Webb who joins us as a PR Consultant specialising in TV and media production and distribution.

Melanie is an experienced PR consultant with 13 years under her belt in the industry. She started her career in TV production where she spent seven years at companies including RDF Media, Endemol Shine and Leopard Films (now Argonon), before moving into PR. Well connected with TV and media journalists, Melanie brings a wealth of knowledge and experience in both consumer and trade PR to the team.



Josh joins AV Magazine's Virtual Party

CULTURE CLUB

The Last Dance

Laura Cabarcos
Account Director

Just like Alexander Kerner did to his mother Christiane in *Good Bye, Lenin!*, I've been tricking myself into living in a different year when it comes to watching TV during lockdown. So if you ask me, this year has seen the best tennis matches the world has ever witnessed, including my own take on the ATP calendar and the joy of watching Wimbledon finals in May.

I'll jump back to week whatever of confinement to recommend my most recent watch. I will be sticking to the sports theme to jump on the wave of cautious optimism for the industry, now that sporting events are beginning to return to our calendars after such an unprecedented halt.

What to watch? Well, as Netflix continues to nail its documentary series, this time round let me recommend *The Last Dance*, the Michael Jordan and Chicago Bulls documentary that everyone is talking about.

The documentary provides a fascinating insight into Michael Jordan's Chicago Bulls and the team's fight to win the sixth NBA championship in the 1997-98 season. Right in the middle of lockdown, the show has seen



incredible success, claiming to have dethroned *Tiger King*, and certainly becoming one of ESPN's most watched documentaries. To those looking at lockdown as the main reason for this success, I can tell them that this ESPN and Netflix co-production would probably have been treated as a world event with record-breaking figures at any point of the year, at any point of normality, new normality or whatever we are calling it these days.

Right at the centre of the story is Michael Jordan, the man obsessed with winning, unable to not give everything in every game. And by his side, incredible allies like

Scottie Pippen, who was never valued enough; the bad boy Dennis Rodman, whose sprees did not affect performance on the court, or the vindicated Steve Kerr, with whom Jordan shared the absence of a murdered father. Overseeing these larger-than-life personalities is coach Phil Jackson.

Behind the history of a legendary team like the Bulls, there is a path that was not always a bed of roses. However, my key takeaway is the inspiration of a player that has always found a way to motivate himself and pull through. How overwhelming can it be to always have the need to be the best?



WHY YOU NEED TO ENGAGE WITH ANALYSTS

Chris Evans
Research Analyst, Futuresource

Even if you've had experience with an analyst firm in the past, you'll likely be curious to know what exactly an analyst does.

Analyst agencies are companies that specialise in providing market analysis and strategic business advice. This can range from the evaluation of market trends to more bespoke research studies. It is likely that your company already carries out some of these activities in-house, but analysts are unrivalled in their ability to provide an authoritative third party source to validate your own assumptions, or perhaps of even greater value, to challenge

them. Analysts work on behalf of their industry, providing an objective voice when reporting on the market and other developments. By engaging directly you are able to ensure that your company's position is communicated clearly and effectively.

Working with analyst agencies can also unlock insight that you may not be able to access alone, as they are deep wells of knowledge and experience, as well as being able to provide access to research and data that you may be unable to otherwise obtain. Interviews, industry events and - now more than ever - video conferences are all regular fixtures in analysts' calendars to ensure that they are experts in their specific field. Analysts provide context and a balanced, objective perspective to discussion amidst subjective voices.

Futuresource houses a diverse range of analysts that together offer a complete 'glass to glass' coverage of the media and technology landscape, from the point of acquisition all the way through to consumption on a device. As an analyst in the Pro Video team, I am able to contribute at the very beginning of that journey, having worked extensively on projects in the professional video and broadcast industry and drawing on a background in production to understand the unique needs of customers in this sector.

The best analyst companies will do more than just publish reports. Analysts are skilled at communicating to all levels of seniority and will help you deliver vital information through the appropriate channels; from concise executive summaries to leading

presentations to your stakeholders, and even earning press coverage.

Like any good conversation, engaging with analysts is a two-way exchange. Analysts want to build an ongoing relationship and will always welcome the opportunity to start that discussion, so don't hesitate to take that first step and make contact.



A New Era For Sport

Laura Cabarcos
Account Director

Live sport is slowly making its way back to our screens and with it the nation's spirit lifts. But much has changed during the historic halt provoked by the COVID-19 pandemic and a 'new normal' is to be defined within the sports industry. The AV and VFX sectors, along with broadcasting, will play an essential role in this new form of 'televised entertainment spectacle'.

The show must go on, but without large gatherings or crowds cheering. Sport behind closed doors has set pressure for broadcasters and leagues to find ways of providing the same thrill and excitement as the old matches. As this article is being written, LaLiga has already opted for superimposing a fake audience with recorded crowd noises for its live matches, and Premier League

viewers will have the option to switch on artificial crowd noise, which has been trialled in Bundesliga coverage. Virtual advertising companies are also having interesting conversations about how overlay and placement graphics can reduce the impact of empty stadium or arena seating on viewer experiences whilst offering opportunities to display socially important messaging and additional value to key commercial partners. In response, several stadiums are seeing an expansion of LED screens for advertising opportunities. Anything to help dress those empty seats and silent corners to continue to engage with audiences.

Another change: new agreements with broadcast partners are seeing selected matches broadcast on free-to-air channels. In this aspect, there is much to be said for the potential of IP video for both broadcast distribution as well direct-to-consumer OTT models (service providers, such as Amazon Prime in the UK or DAZN in Germany and Italy are shifting the broadcasting rights landscape). Live sports on OTT creates powerful opportunities for leagues, clubs and also new and more established broadcasters to monetise individual fans via

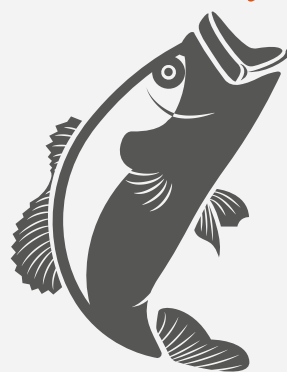
subscriptions or even free to view content, helping to massively grow their fan base and audiences that can subsequently be monetised through targeted promotion in game.

In essence, it seems that COVID-19 has accelerated an already ongoing change in the sports industry. There is much to be done and the return of the competitions, even behind closed doors, should determine a rapid relaunch of the industry in its new form; the hope is to allow the sector to go through the recession with more springs to get out of it in a faster way and see the new normality at the end of it. We cannot wait for the industry to be back on its feet.



UPCOMING DATES FOR THE DIARY

GONE FISHING!



WHAT I DO WHEN I'M NOT BUBBLING

Josh Paterson
Senior Account Manager

It's hard not to 'Bubble' because most of what I enjoy doing in my spare time reflects in what I do in my day to day work! When it's safe to be out and about, I love live music in every form. From low-key acoustic nights, to the bright lights of The O2 in London, to the muddy fields of a festival, concerts and live events are where you'll find me!

In January, I travelled to Lisbon to see Madonna on her Madame X theatre tour. Along with falling in love with the winding hills of the city, it was such a wonderful show, and so surreal seeing a global megastar in such a small venue. They also

employed the use of pouches to lock our phones away, so we were not watching from behind a sea of screens, adding even more to the unique experience.

This summer should have been my 11th year at Glastonbury Festival – a place I truly love more than anywhere on the planet. I have made so many amazing memories in those hallowed fields, and it was such a shame that their big 50th Birthday got canned this year due to... well, you know!

In recent years, living in Central London, what better way to see the sights than by running past them!

I started running about five years ago, and I have run the London Marathon for the past two years, raising £5000 for charity. In 2019, I landed from NAB in Vegas and ran it one week later, shaving 20 minutes of my personal best! It must have been all those steps on the show floor!

Everyone who knows me will know I'm a people person, and I love being with my friends and family as much as possible. If this strange time of life has taught us anything, I believe it's made us all value the people in our lives a lot more - and I don't know about you, but I am really looking forward to giving someone a hug again!



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 **Lula Walmsley, Account Executive**

Favourite meal to eat?

My favourite meal to eat would have to be mac and cheese, it's that one meal I could eat every day.

Favourite dish to cook?

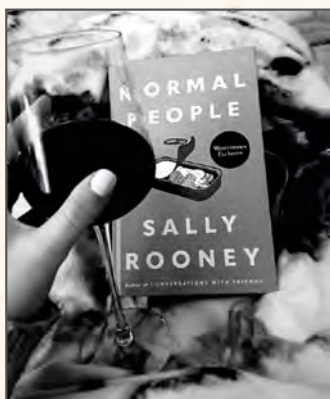
Brownies! Whenever I feel stressed or need to cheer up a friend, this is my go-to. I have spent many an evening cooking these whilst dancing and singing around the kitchen. A great way to burn calories to allow for more brownie consumption!

Favourite TV or film character?

Tatiana Maslany stars in the TV series *Orphan Black*, playing multiple characters. I was captivated by the way she could embody all the different personas.

Favourite author/book?

Currently my favourite author is Sally Rooney. I have recently finished *Normal People* which has also been turned into a TV series. I could not put this book down, I was hooked! I loved the realism of the often intricate characters; I completely fell in love with them. I definitely recommend to people who are looking for a binge-worthy book.



Favourite pastime?

Day dreaming. I like the idea that in your head anything is possible.

Favourite lockdown hobby?

During lockdown I have finally completed the couch to 5k with my sister, I am definitely not a natural runner, but it felt amazing to have completed the challenge. At the weekends I have also taken to trying out new recipes such as baking lemon meringue pies, Greek mezze and bao buns.

Favourite holiday destination?

My favourite holiday destination is France. I have been many times and absolutely love it there. Great food, amazing weather and I am partial to a glass of wine or two in the evenings.

Favourite band?

Growing up I always had The Kooks playing on the CD player (yes it was that long ago). Since then they have always been my go-to band for a bit of background music.

Favourite song lyric?

"And I'm a still wear a smile if it's raining" – Mary J Blige (Just Fine).

Favourite scent?

I love coconut, it reminds me of holidays in the sun and pina colodas on the beach.

Favourite word?

Fab - it just fits into every sentence so easily!

BROCCOLI CASSEROLE

Denise Williams, Senior Publicist



Broccoli Casserole came to be because when my children were young and we realised that they really loved broccoli. So, in order to have variations, as we didn't want them to get bored with plain steamed broccoli all the time, we took the basics of a Green Bean Casserole and voila!

INGREDIENTS

- 2-3 bunches of fresh broccoli florets or 1lb bag of frozen broccoli florets
- 1 cup / 8fl.oz / 250ml milk
- 8oz / 230g grated sharp cheddar
- 1 can of broccoli cheese soup
- 1 can of cream of mushroom soup or celery soup
- 1 6oz container of crispy fried onions (French's is the US brand)

METHOD

1. Preheat oven to 180°C / 350°F.
2. Bring a pan of water to boil, then turn off the heat and place the broccoli in the hot water. Let it sit for approximately 10-15 minutes. (Not too long, as you don't want the broccoli to get mushy.)
3. Drain and place florets into a 9X13-inch / 22.5X33 cm glass baking dish until the entire bottom of the dish is covered with broccoli.
4. In a bowl, add the cream of celery, broccoli cheese soup and milk. Mix thoroughly.
5. Pour the mixture over the broccoli florets in the dish until they are completely covered.
6. Sprinkle shredded cheese over the top.
7. Cover with foil and place in the oven for 30 minutes.
8. Uncover and sprinkle with crispy fried onions all over the top (as much as you like); place it back in the oven for 10 minutes.
9. Remove from oven and let sit until ready to serve.

Makes 5-6 servings.

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