

What's Next?

Sadie Groom
Managing Director

Well, that was an interesting year to say the least! As I said one month into Covidville, there is no rule book for this and all I know is that we need to keep communicating - and that is what we have done, whether that is in work or getting your Granny on Zoom.

As many of you know, my favourite TV programme is *The West Wing*; if you haven't watched it, it is never too late and then the addition will begin. Jed Bartlett (a model for a great President) always says to his team, "What's next?" and so instead of looking back, I am going to attempt to look forward to some of the changes in our business and our lives.

Blended lives – I have never been a big fan of the term 'work/life balance', as 'balance' suggests that you must lose or lower one to get the other. I prefer 'blend' and this is how I see the future - whether that is a blend of your home, office situation, your family time, your opportunity to exercise, the barriers will keep coming down and there will be more flexibility and, importantly, tolerance for things being done in a slightly different way.

Start-ups – yes, the pandemic has caused job losses, but I do feel that an upside of this, combined with the new work/life blend, will be a resurgence in start-up businesses, and that we will see some great technology, services and groups coming out of this. I also feel that we are more willing to help others

and that business partnerships will continue to grow and help these start-ups to flourish. If you do consider 'starting up' then I can highly recommend a book called *The Money Train* by David Pattison on how to get investment.

Trade show – I can't not mention them, so here goes. Yes, they will be back and many of us will be delighted with this, but they will be different; they will be smaller, the stands will be more welcoming and more focussed on a conversation rather than putting you on an uncomfortable high stool and giving you a demo. If the organisers do it correctly, they will also create more networking spaces and facilitation, as well as thinking that attendees might be less likely to give up their weekends now.

Influencers – this world is going to move more and more into the B2B space, and we will see an increase in companies using influencers to promote their products and services. To do this, we will need people in

our sectors to realise that they can become influencers and to learn how they can do that. Building their own social profile is a good start as well as finding their niche.

Q4 – it is going to be a busy one and I really see companies having to plan early for this time when there will be lots of events to attend, meaning that people will be at their desks for less time than they have in this past year. To manage this, do you need to change your team structure, look at more resources, or set expectations and limits?

Diversity and inclusion – the conversations on these important topics and positive action from individuals and companies will keep increasing, generating more awareness, and people of all types will be able to be heard, be seen and most importantly be safe.

Until we meet again, I wish you well and urge you to keep moving forward, as well as remembering the good times of the past year.



THE GROUP YOU NEED TO JOIN

Whether it's art or science, skill and gut, tactic or strategy - marketing professionals can truly thrive off learning from fellow peers.

Marketing Leaders Circle provides anyone working within a marketing role in the global B2B media and entertainment industry with a platform to network, learn, and create change in a trusted space.

Their members receive further education about the sector from industry professionals and get an opportunity to collaborate and connect with other marketing



experts from around the globe. Additional benefits include monthly online panel sessions on a marketing subject (Circle Talks), members only meet-ups using breakout rooms for discussions (Coffee Circles), access to a jobs board, book reviews, topical articles, and membership directory.

Bubble Agency is proud to be platinum sponsors of Marketing Leaders Circle (MLC).

To join head to www.mlcircle.com/application

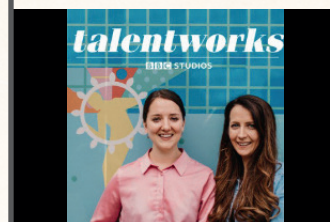
SHARING IS CARING

Highly recommended podcasts from our Bubbles



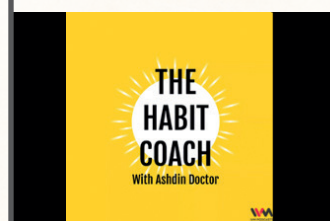
Darren Daily on Demand

The podcast is a resource to turn ideas into practice and practice into success mastery.



Talentworks Podcast - by BBC Studios Distribution

An interview series hosted by Head of Development, Helen O'Donnell and Development Producer, Bronagh Monahan. They speak to top digital creators about their careers and creative process.



The Habit Coach with Ashdin Doctor

If you need encouragement to make permanent changes in your life, then The Habit Coach With Ashdin Doctor is for you. Each episode is centered around tips and motivation that encourage you to create new habits that impact your daily life.



Permission to Speak by Samara Bay

If you clam up and forget how to speak English whenever you have to give a presentation at work, public speaking coach Samara Bay can help.

CULTURE CLUB

Top Marks For Mank

Lula Walmsley
Senior Account Executive

Over the past year, since the dreaded C word came into play, I have spent a lot more time with my family. I am sure we are all aware of the Saturday night remote battle - do we opt for another drama? Are we in the mood for another psychological thriller? Or maybe we should look to expand our minds and watch something educational.

Bubble client X2X, has recently launched #X2XFilmFriday which I have found to be a lifesaver. Each Friday a film of the week is at our fingertips, all we have to do is provide the snacks and hit play.

If you are looking for an award-winning film for your next movie night, I thoroughly recommend biographical drama, *Mank*. Having received six nominations at the 78th Golden Globe Awards, including best motion picture drama, David Fincher's *Mank* is a strong choice

to please all parties. It is an intricate and enticing movie about witty alcoholic Herman J. Mankiewicz, a screenwriter who is racing against time to finish the screenplay for *Citizen Kane*. This iconic movie showcases the glamour and sleaze, the corruption and the glory of 1930s and 1940s old Hollywood. Skilfully crafted, *Mank* is able to provide something for everyone;

being shot in black and white creates an authentic and classical feel, it provides a compelling storyline, and it features phenomenal acting from the likes of Gary Oldman, Amanda Seyfried and Lily Collins. *Mank* is definitely one to save to your Netflix watch list.

To tickle those educational taste buds... Did you know that David

Fincher waited nearly 30 years to make *Mank*? In 1992, David Fincher's late father, Jack Fincher, presented him with an early draft on the screenplay that he had written as part of a retirement project.

Next time you reach for the remote, keep *Mank* in mind for a magnificent cinematic experience!



WHY IT'S NEVER BEEN MORE IMPORTANT TO MAKE THE MOST OF YOUR IABM MEMBERSHIP

Lisa Collins
Head of Membership Engagement,
IABM

IABM continues to go that extra mile – and then another - to support all our members. We are further developing our virtual offering to keep members in front of potential customers and enable them to generate new business leads.

We have restructured our Knowledge offering to make it more accessible, relevant and easy to search. And we'll continue to work with members to showcase their offerings with multiple BaM Live!™ events throughout the year.

IABM's growing database of over 50,000 contacts includes a wide



range of representatives from broadcast, media and entertainment companies from around the world who recognise the value of collaboration in moving the industry forward. IABM is the industry's go-to information resource away from tradeshows where buyers can engage with their suppliers in an independent, tech neutral environment to ensure they keep up to date with innovations.

So what can you do to get involved?

IABM Virtual Booths/Shop Window

Generate leads by uploading your new products and services to the IABM BaM Shop Window™ and be part of a global search of over 10,000 queries a month from users across the globe who are searching for solutions.

Sharing content on IABM platforms

IABM provides a central publishing opportunity for all members' news as well as for white papers, thought leadership and marketing articles and videos.

IABM TV

Book a slot with IABM TV and capture an interview to enhance your marketing efforts. The raw footage is also provided so you can add it to your own marketing activities.

Promoting your Virtual Events

List your virtual events on our central

industry calendar and feature in our weekly webinar Wednesday emails sent to over 50,000 contacts.

BaM Live!™ (23-24 June, 9-10 September and 1-2 December).

As well as fantastic content, BaM Live!™ will provide a complete digital experience platform with tools to build business relationships, engage and network in an environment that is as close as possible to the real thing.

We are pleased to provide all IABM Members with a basic listing in the Partners Zone of our platform. The listing includes your company logo and a direct link to your Shop Window page.

Now more than ever, it's important to be part of a membership community such as IABM – we are stronger together, and IABM is committed to supporting its members and the wider industry in every possible way.

“Should I commence (or continue) investing in digital marketing?”

Nikita Panchal,
Marketing Director

Investing in digital marketing is a big decision to make. As marketers – and businesses, especially today – we are faced with three options:

1. Keeping things the same
2. Pull back spending
3. Expand operations

Right now, there are a lot of factors businesses cannot control. Events and trips are cancelled, people are staying home, client habits are changing, the list goes on. But there is one thing you can control: how you engage with your audience.

Whilst many organisations downsize operations, take caution in reacting defensively. Clients/customers are still active. Opportunities for growth still exist. Trends and needs have merely shifted. So, you need to shift with them.

Never before have there been so many people online, and without a doubt we are changing the way we use the Internet. Now, more than ever, is the time to connect with your customers.



Since digital marketing is the best way to connect, it is also arguably the best way to build trust. Some important things a brand can do for itself are:

- Keep revenue flowing
- Capture market share

To achieve both, you will need to be able to swivel strategies. Here are some effective examples of doing just that:

- Revisiting the marketing budget and allocating a larger proportion to digital marketing
- Meeting demand by enhancing (or creating) an online presence
- Replacing brick-and-mortar sales with online sales (if possible for your business)

- Shifting efforts from prospecting to retargeting
- Putting unused travel budgets into SEO and paid media

Not only can digital marketing be recession-proof, but **it also diversifies your investment**. That is because it is not just a single strategy, it is a strong portfolio of unique methods for reaching your audience, generating leads, and obtaining sales; these methods include SEO, PPC, social media, paid advertising, content marketing, email outreach, influencer marketing and more. To find out how Bubble Agency could help you in this area, please email your account manager, or hello@bubbleagency.com.

WHAT WE DO WHEN WE'RE NOT BUBBLING

Wendy Mattock
Content Consultant

It's Covid. It's lockdown. How to fill one's non-working days? Sure, there are books and Netflix and online yoga – but in April last year I was already desperate for something useful to do.

Scrolling idly through Facebook, I came upon a post encouraging people to help archivists decipher and transcribe historical documents. Anyone who knows me knows my love of stories, writing and proof-reading – so this was right up my street!

I clicked the link for the Newberry, a research library in Chicago, which needed help to transcribe thousands of hand-written letters



and diary pages from the 18th, 19th and 20th centuries to create searchable resources.

With a guide to what they wanted – and what to do if a word was really illegible – I dived straight in to a series of letters between a 19th century steamboat captain and his wife. His descriptions of voyages up and down the Ohio and Mississippi rivers veered between the exciting and the every-day, with a fire and an

on-board birth described as well as boat maintenance and the health of the family (a crucial topic, given the lack of medical facilities and modern medicines).

I also transcribed reports from a white American man living with and advocating for Native Americans from the Cherokee tribe – these were quite devastating, seeing contemporary reports of what was promised and what was taken, and knowing the sad outcome.

There were also fascinating accounts of early American settlers and the hardships they faced in search of a better life.

Life has of course moved on since those early lockdown days, and I haven't visited the Newberry site for a while – but those stories kept me hooked for many weeks, giving a sense of purpose and usefulness to my days, as well as a welcome distraction at a scary and uncertain time.

UPCOMING DATES FOR THE DIARY

We may not be meeting our industry peers, colleagues and customers face to face at trade shows at the moment, but here is a selection of dates for upcoming virtual, hybrid events and trade shows for broadcast, film, AV, audio and sports in 2021. Clearly all are subject to change.

12 – 18 APRIL 2021
DPP INNOVATION WEEK ONLINE

13 APRIL 2021
PROLIGHT + SOUND ONLINE

20 – 22 APRIL 2021
MONDO STADIA AGORA ONLINE

24 – 26 MAY 2021
CABSAT
Dubai World Trade Centre, Dubai

ISE LIVE & ONLINE:
01 – 02 JUNE 2021
Fira Barcelona, Barcelona, Spain
08 – 09 JUNE 2021
MAC Forum, Munich, Germany
15 – 16 JUNE 2021
RAI Amsterdam, The Netherlands
23 – 24 JUNE 2021
Evolution Battersea, London, UK

23 – 24 JUNE, 9 – 10 SEPTEMBER
AND 1 – 2 DECEMBER
IABM BAM LIVE!™ ONLINE

06 JULY 2021
KITPLUS SHOW
Manchester, UK

15 JULY 2021
SVG - SPORTS BROADCASTING EUROPE ONLINE

09 SEPTEMBER 2021
SVG - SPORT PRODUCTION SUMMIT AND SPORTS TV AWARDS 2021
RAI Amsterdam, The Netherlands

10 – 13 SEPTEMBER 2021
IBC
RAI Amsterdam, The Netherlands

9 – 13 OCTOBER 2021
NAB
Las Vegas Convention Centre, Las Vegas, USA

21 – 23 OCTOBER 2021
BROADCAST INDIA
Mumbai, India

23 – 29 OCTOBER 2021
INFOCOMM
Orlando, Florida, USA

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 Nikita Panchal, Marketing Director.

Favourite meal to eat?

I have way too many to choose from! If I had to pick, it would be a meal from one of my favourite restaurants called Caraway in Gants Hill. The dish is named karahi paneer.

Favourite TV or film character?

Monica from *Friends*, one of my favourite TV shows ever!

Favourite pastime?

Doing yoga, spending time with my son and husband, and Googling.

Favourite lockdown hobby?

I started my own Amazon FBA business during lockdown 1.0 selling birthday decorations as a hobby and past time - I cannot believe I did not start sooner as it has been going well for nearly a year now!

Favourite holiday destination?

This is a tough one, but I would



have to say Bali. Beautiful culture and architecture, the beach, the sun and amazing food! What else could you want?

Favourite band?

My answer is not really a band, more of an American girl group, but I have chosen Destiny's Child - though they are no longer together.

Favourite scent?

Fresh cotton - I have a lot of fresh cotton scented candles and always use way more fabric softener than I should!

Favourite phrase?

You snooze you lose!

LEMON MERINGUE ICE CREAM

Kelli Neve-Read, Senior Account Manager



This is one of the easiest ice cream recipes ever - a yummy, sharp, zesty and refreshing ice cream. Enjoy!

INGREDIENTS

- 1 jar of good quality lemon curd
- Pack of 8 mini meringues
- 370 grams of whipping cream
- 220 grams of Greek yogurt
- Juice and zest lemon of 1 lemon

METHOD

1. Empty jar of lemon curd into a mixing bowl with lemon juice and zest*
2. Whip the cream and Greek yogurt together
3. Fold in the whipped cream and Greek yogurt into the mixing bowl (with the other ingredients)
4. Then gently fold in broken pieces of meringue
5. Pour into a dish or container with a lid
6. Pop into the freezer for 8 hours (or overnight)
7. Scoop and serve!

**optional to add in 3 tbsp of limoncello liqueur*



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