

The All-Important Supply Chain

Sadie Groom
Managing Director

I have written in the past about how to wow clients and great colleagues, so I thought it was about time that I wrote about suppliers – they are crucial to any business, but are the one group that tends to get left out or put last on the list of stakeholders. Efficient, productive and cost-effective supply chains make the business world go round and a much nicer place to be, so these relationships are crucial to you, whatever it is that you sell.

Although we are not perfect, we do try to be the best company that we do business with, and we want our suppliers to see us as true partners. So, here are some nuggets that I have pulled together to help you with this important group of people.

The better you know your suppliers, and the better they know you, the more likely you are to benefit from dedicated service, preferential pricing and special terms. You can do this quickly – it is not always a length of service thing, just putting in the effort to get to know them, their likes/dislikes, football teams, hobbies outside work etc.

Clear and transparent communications with your suppliers is a key element, especially as supplier collaboration is a vital stabiliser in helping supply chains operate efficiently and effectively. By continually having an open dialogue with your suppliers, you can address issues within the supply chain and react quickly, especially if you have started putting yourselves at the back of your own queue. With this transparent conversation you will also be able to assess if your suppliers can grow with you as you grow – you will have the trust and openness to know your supplier's financial history, understand the supplier's future growth potential and, therefore, align with your expansion goals.

Even though we haven't been able to travel I feel that the globe

has opened up even more in the past 18 months due to the use of video calls and this leads me on to being careful about cultural differences. If your supplier is from a different culture, be sure to do your homework so you can build a good rapport and solidify your relationship. For example, Chinese culture emphasises building a personal relationship ("guanxi") as a foundation for business relationships.

Also, the key is to ensure that the whole of your team is acting in the same way towards suppliers. First be sure that you're setting a highly-visible example, and second, hold training sessions to roll-out the new processes and principles.

Be accessible to your suppliers. James Timpson, one of my favourite CEOs, has his mobile number on the bottom of all his company's remittance advice documents. He says he barely gets any calls, but the suppliers know they can contact him if need be.

Make payment as promptly as you can. Your suppliers should not be seen as an extra source of finance. If you cannot pay promptly, be

honest and let them know early and why, if you can – the 'dog ate your cheque book' excuse does not work anymore.

Treat them like you would your clients and staff. Remember their birthdays, send them a message or even a gift when they have children, move house, get a promotion etc – they will remember you for this when you call them to do something as they are halfway out of the door. Think about their supply chain. Is there anything that you can do better? Can you order at different times of the month? Have you asked them how you could make the relationship work better for you both?

We all mess up at some point so give the company an opportunity to solve a problem. Are you really concerned with the problem, or does it just feel good to complain? Give the company a chance to fix the problem before taking away your business or sending that angry tweet.

Last but not least, say 'thank you' – and on that note, thank you to the guys at Treefrog Design who design our lovely Bugle, and happy birthday, Phill!

INTRODUCING THE NEWEST ADDITIONS TO THE BUBBLE FAMILY

Rufus Jay, Account Director

Rufus is an ex-journalist and PR professional with over twenty years of experience in B2B technology and telecoms. As a journalist, he started out covering the water industry, then telecoms for Global Mobile Daily and Global Mobile. He was also the Technology Reporter at leading title Marketing Week. Since making the move into agency PR back in 2009, he has used his industry knowledge and journalistic experience to provide strategic PR counsel, develop effective PR strategies, and lead accounts for a host of clients including Canon, Toshiba, Microsoft, Trend Micro, and Websense.



Lesley Gikas, Account Director

Lesley brings twenty years' PR and media experience across an array of industries and has spent the last four years working in B2B technology PR. Prior to that she owned her own PR agency in South Africa. Her client experience includes Verilocation, Cloudian, Leaseweb, Six Degrees, Solarwinds (public sector only), Ergotron, Commvault, Aqilla and Mango Solutions.



Aline Mello, Account Manager

Aline has over six years' experience working in the B2B technology PR sector, and brings expertise content marketing as well as a passion for technology, broadcast and media. Throughout her career she has been designing and implementing 360° PR campaigns across a wide range of markets, including the UK and Brazil. Her past client portfolio includes Workday, Cloudera, Silicon Valley Bank, Ericsson, Liberty Mutual, Logitech and Adyen.



Emma Weeks, Junior Account Executive

With a First in English and Media from Solent University, Emma is looking forward to bringing the drive and creativity from her freelance experience to her work here at Bubble. She is passionate about the planet and sustainability, enjoys trying out new vegan recipes, and loves tabletop gaming in her spare time. In addition to this she is undertaking a part time master's degree in Public Relations and Multimedia Communications.



CULTURE CLUB

And the Geeks Shall Inherit the Earth

Andy Stout
Content Consultant

I am, it has to be said, a bit of a geek. Well, I say a bit; that is 'a bit' as in Jar Jar Binks is a bit annoying, Arrakis is a bit sandy, and the denouement of *Game of Thrones* was a bit of a mess. You get the picture. I once even helped hack into a vacationing colleague's computer just because I knew they were into *Star Trek*. Of course the password would be NCC-1701-D; anything else would be illogical, Captain.

As such, you would probably expect me to spend my time watching things featuring spaceships and wizards, drinking real ale and cider

with quirky names, and listening to progressive rock. And 95% of the time you would be absolutely right. But, every now and then something comes along that bursts my geek cloaking shield. And one of the shows that has done that most recently is *The Marvelous Mrs Maisel* on Amazon Prime.

It has got a fourth season in production, so I am well behind the curve here. But if by chance you have yet to come across it, it charts the burgeoning 1950s comedy career of Midge Maisel and has a razor-sharp script full of effervescent humour, superb acting, and production values to die for. Having spent years writing about technology such as 4K HDR, to finally see it used properly in all its sumptuous, vibrant, high-budget glory on the screen really is something else.

It might not have aliens or mages in it, but 1950s America really is another planet.

Elsewhere, normal service is resumed. My 10-year old daughter and I are about to embark on our third run-through of the MCU (in strict timeline order, naturally), but our hearts really belong to *Westview* and *WandaVision*. Hugely impressed by the creative nous that went into that show, especially the recreation (again? Hmmm...) of 1950s US 'sitcomurbia' and the way the team

let the story unfold with few clues about what was going on.

Oh, and as a family, we are massively into all things *Drag Race*. Can I get an amen in here?

Books? Music? Yes, lots. Next time, when they let me. Every good geek loves a trilogy after all...



HOW TO MAKE THE MOST OF GOING LIVE ON SOCIAL MEDIA

Jem Bahajjoub
Social Media Strategist

2020 was a whirlwind year for the live streaming industry. It became the marketing tool to reach audiences during lockdown. Initially popular among gamers, live streaming was fervently embraced by entertainment, sports, music and professional services industries, and became the number one content type for consumers on social media.

For small business owners, hitting the 'live' button has never been easier. However, it takes more than a good tech setup to show up live on social media. You need confidence and a certain mindset. So how do we overcome barriers and boost our confidence? Here are my top tips:

Preparation Is Key

You need to do several things to prepare yourself for your live stream. Firstly, I recommend identifying your goals for each live stream and write out and practice your key messages in



advance. Repeat your calls to action multiple times throughout your live stream, as typically people tune in and out several times.

Secondly, you need to test out your technical setup and brief anyone who is joining your stream. Ensure your network has the bandwidth for live streaming and that your phone or computer is upgraded to the latest version of whichever social media platform you stream from. It is also worth testing out your lighting to see if you should invest in a ring light. There are plenty of cost-effective options available online.

Top Tip: Use the Facebook Live test feature to have a practice run-through. Instagram Stories is also a great testing ground for talking to the camera as the 30-second clips disappear after 24 hours.

Do not Expect Perfection

Remember, people buy into people, not faceless brands. Personality and authenticity sell, which is why it is always better to show up imperfectly than not show up at all. A warm and heartfelt live stream will always be well received. Live streaming is a journey whereby you build confidence and knowledge along the way. Accept that you will relax into it the more you do it. Just begin!

Top Tip: If you are live streaming alone, post a picture of a friend or family member above the camera to feel like you are talking to someone you know and trust.

Be Consistent

Live streaming is not a case of one and done. The most successful live streams happen consistently. This creates an expectation with your audience and allows you to build your following. I recommend planning your live streaming schedule and content ideas. Promoting your live streams also builds anticipation. Facebook Live has a 'Schedule live video event' feature that reminds people of your live stream and allows you to broadcast in multiple locations.

Top Tip: Repurpose your live content into blog posts afterwards. This is a great way to repeat the

same message to reach different audiences.

Avoid Analysis-Paralysis

If you are very self-critical, then do not watch your lives back! It can be a downward spiral leading to analysis paralysis. I remember watching my first live and thinking that I blinked too much - that is how self-critical I was! I recommend making a note of what worked well and what did not. Do not forget to focus on the positive, but remember that there are lessons to be learned after every live stream.

Top Tip: Promote the live replay afterwards across multiple platforms to boost your viewing figures.

If you are feeling nervous about dipping your toes into the live streaming world, it really is a case of beginning and improving along the way. It is a win-win marketing situation for small business owners. Good luck!

Jem Bahajjoub is an accomplished strategic leader with two decades of experience in Marketing and PR. Her wanderlust has inspired her to work across the globe — with recent stops in London, Washington D.C. and Chicago — where she has collaborated with international clients across a diverse range of industries.

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Pitching Relevant Stories: What the Press Really Want to Hear

Season Skuro
US Publicist

Many of our Bubble clients ask us, "So, what do the press *really* want to hear?" There is not a simple 'one-size-fits-all' answer to this question because every situation has unique factors that come into play; however, there are some general guidelines that many journalists have given us insight into.

The press are very interested in hearing about new, interesting, and exciting projects and technologies, and how they have resolved a problem, filled a need, or applied a current technology or product to a different use case or sector.

Journalists are interested in receiving case studies with facts, figures, and specific data. We often tell our clients that infographics, charts, and visual data really help bring a story to life and provide the reader with a visual interpretation of the key benefits and positive results. When we draft a case study or sales brochure for our clients, we like to have them graphically designed to feature "boxouts" where



we can integrate the data into a small graph or infographic.

Many of our clients are service providers and often they are unable to secure approvals to talk about their customers, such as big studios or content owners. We encounter these situations regularly, so a workaround for this is to talk about the project in general terms, not naming the client but alluding to their position – "a leading international broadcaster" or "a major film studio" – while still give some solid facts and figures to illustrate the story.

Journalists are also interested in hearing our clients' point of view on emerging trends, new technologies, or ways of adapting to this new climate we have found ourselves in over the past year of the COVID global pandemic. Providing insight on topics helps position oneself as an

industry thought leader and, once an article appears, this is a great opportunity for an executive to share that on their personal and company social media channels.

Editors appreciate when a PR person has taken the time to understand their outlet and their audience, developing a pitch that is targeted for them. Also, the word "exclusive" will always pique an editor's interest. Many editors know each other well and have even worked together before, but they are still competitors, so if you can offer one outlet something nobody else is getting, they are more likely to be responsive to your pitch. Similarly, many editors do not like getting a story at the same time the rest of the world is seeing it, so if you can give your key reporters a heads-up, under embargo, a few days before the general announcement is made, that gives them time to prepare something and have it ready to post as soon as the embargo is lifted.

More often now, editors will give brands the opportunity to contribute content – whether it is a full bylined article or simply interview responses submitted by email. If it is clear to the editor that you understand their rules and will submit copy that is journalistic and not purely promotional, then they will see you as a partner they want to work with repeatedly.

WHAT WE DO WHEN WE ARE NOT BUBBLING

Aline Mello
Account Manager

As a new Bubble, a large part of my weekdays is spent experimenting with a new exciting side of B2B tech PR I hadn't touched before. But here is what I do when I am not bubbling:

Singing - Whether it is in choirs or in the shower, singing has always been

like breathing for me. So when I moved to London from Brazil two and a half years ago, the first thing I did was to search for a choir to join. I landed at the wonderful West End Musical Choir. Since then, I have performed at the Chelsea Flower Show, the London Marathon and even Disneyland Paris – literally a dream come true for a Disney fan like me.

Nerding out - It all started when my parents introduced me to Star Wars, then came Harry Potter, Marvel, a lot of fantasy book series... I get way too invested in things I watch, read and

listen to, and being a fan of many things definitely keeps me busy. I listen to podcasts and fan theories, I read fanfiction, I rewatch films, I go to conventions and premieres (cannot wait to be able to do those again!). Embracing my nerdy side has taught me a lot about fiction, cinema and creativity and certainly got me through 2020.

Touristing - As someone who came from a very different country, I do not think I will ever stop being a 'tourist' and wanting to explore every corner of London. Covid allowing, most weekends you will find me walking along the Thames, trying a new restaurant, or going to a musical. I also love travelling and discovering new cultures. Given this has been limited lately, I have been exploring new UK destinations. Next stop? Cardiff!

To recap: I will always say yes to Bubbling, karaoke, a Star Wars marathon or a road trip.



UPCOMING DATES FOR THE DIARY

We have witnessed the return of physical tradeshows this month, and we hope it is the first of many. Here is a selection of dates for upcoming virtual events, hybrid events, and in-person tradeshows within broadcast, film, AV, audio, and sports.

Please note, these are subject to change.

6 JULY 2021
KITPLUS SHOW
MediaCityUK, Manchester, UK

15 JULY 2021
SVG - SPORTS BROADCASTING EUROPE ONLINE
Virtual

9 – 13 AUGUST 2021
SIGGRAPH
Virtual

5 – 7 SEPTEMBER 2021
PLASA SHOW
Olympia, London, UK

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

9 – 10 SEPTEMBER, AND 1 – 2 DECEMBER
IABM BAM LIVE!™ ONLINE
Virtual

23 -26 SEPTEMBER
CINEGEAR EXPO
Paramount Studios, Hollywood, California, USA

4-7 OCTOBER 2021
CINE EUROPE
Centre Conventions International
Barcelona, Spain

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

21 – 23 OCTOBER 2021
BROADCAST INDIA
Mumbai, India

23 – 29 OCTOBER 2021
INFOCOMM
Orlando, Florida, USA

26 – 28 OCTOBER 2021
CABSAT
World Trade Centre, Dubai

3 – 6 DECEMBER 2021
IBC
RAI Amsterdam, The Netherlands

My Favourite Things

INTERVIEW

Each issue we will put a Bubble under the spotlight to find out what makes them tick... this issue it is Rufus Jay, Account Director.

Favourite meal to eat?

That is a very tough question, as I do like my food. But I have to say pizza.

Favourite TV or film character?

I loved *Doctor Who* when I was a kid and I am still a fan. The third Doctor, played by Jon Pertwee, is my favourite. He is more like James Bond than a Time Lord.

Favourite pastime?

I am really into exercise. If I am not working out, I love to play snooker. I am still trying to beat my highest break of 25, though.

Favourite lockdown hobby?

I bought an exercise bike just before the lockdown started. I do about 4-5 sessions on the bike a week. It has served me really well.

Favourite holiday destination?

Galway in Ireland. It is a beautiful city, steeped in history, with some of the best pubs you will ever visit. The Guinness is out of this world.



Favourite band?

Goldfrapp. I was fortunate enough to see them live at Field Day in Victoria Park a few years ago. Alison Goldfrapp is a really talented songwriter and a fantastic singer.

Favourite song lyric?

It has got to be the legendary Wilson Phillips: 'Do not you know things can change. Things will go your way. If you hold on for one more day.'

Favourite scent?

Nothing beats freshly cut grass on a summer day.

Favourite word?

Synchronous. It just has an impressive ring to it.

SPANISH OMELETTE (AKA 'TORTILLA')

Laura Cabarcos, Senior Account Director



Many of those who know me are very aware of my pancake addiction. Whilst my pancake recipe is still a top secret one, I have gone for the second most precious recipe in my grandmother's cookbook: the famous Tortilla. This dish is often considered a 'tapa', which many of us Spaniards would have for our 'aperitivo' (that is right, we get in a beer and some tapas around midday, a couple of hours before our lunch) but it is also a common dish to have for any meal.

INGREDIENTS

- 4 large potatoes
- 1 white onion
- 6 eggs
- Extra-virgin olive oil
- Salt

RECIPE

1. Peel your potatoes and cut them into thin slices. Chop the onion.
2. Heat some extra-virgin olive oil in a medium sized frying pan, add the potatoes and onion and stew gently, partially covered, stirring occasionally until the potatoes and onion are softened (but avoid getting them too brown). Strain the potatoes and onion through a colander into a bowl and set the strained oil aside.
3. Beat the eggs separately in another bowl, then add the potatoes and onion mix, adding plenty of salt. Heat a little of the strained oil in a smaller frying pan (make sure it is about 5-8cm deep as this will help shape your tortilla).
4. Tip everything into the smaller frying pan and cook on a moderate heat, using a spatula to shape the omelette into a cushion.
5. When almost set, invert on a plate and slide back into the pan to cook the other side, then leave this to cook a few more minutes.
6. Invert twice more, cooking the omelette briefly each time and pressing the edges to keep the cushion shape. Slide on to a plate and cool for 10 mins before serving.
7. Enjoy it with a bit of sourdough bread on the side!



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