



Back for Good

Sadie Groom
CEO

I have many missions with the Bugle, mainly to give some education, thought and fun to our readers but also to have titles of my column from my favourite things, I have managed to succeed with The West Wing (watch it now if you haven't already) and this edition is a Take That reference.

Back for good – fingers crossed – are tradeshows. Bugle readers will know my love of a lanyard and having just come off the three tradeshows in five weeks rollercoaster of NAB, ISE and MPTS, here are some things that I have learnt, seen or heard.

1. The technology – is it important, of course it is, we wouldn't have jobs else! This year the shows, quite rightly, had a focus more on networking and getting people together again however some observations on the technology front. Product release dates aren't now defined by the tradeshows, which in a way is a good thing, especially for the R&D teams working tirelessly before a show, and

customers who would typically buy something at NAB/ISE but it doesn't ship till IBC/InfoComm. So you can consider launching at a regional show and also even if you don't launch a new thing, work on how you can create a real buzz around your latest piece of technology at a show. Like many people I really enjoyed the MPMC/Vu Studios experience at the entrance to NAB. So if you are exhibiting what can you do to show off your hardware or software as part of an experience for visitors? Speak to the show organisers first to see what ideas they have.

2. Mental health is really important. Many people suffered during the pandemic and being thrust into a tradeshow with many people doesn't work for everyone. I felt at these shows it was something people were talking about and even some of the panel discussions raised it, over and above the company culture theme. Interestingly I had a lot of conversations at all three shows about introverts and extroverts and those of us in the middle, and we all agreed that whilst it was great to see people we are much more aware of this now and that we all need some break time to recharge our social batteries, during or after the show.

3. Being out of the office – following on from the above point, our

industries/businesses are now at a very interesting time. For two years we were fully available to Zoom away but now we aren't and we can't physically or mentally do a week of a tradeshow and do all of the work we were doing previously. This is going to require a huge shift in people's team, ways of working, accountability and I am not sure how much it is being discussed yet. Here at Bubble we identified this as a potential issue a while back and have been conscious of having an on the ground team as well as onsite. We are also looking at role changes and additions to make this work, which brings me on to my next point...

4. Recruitment – it was the talk of the shows! Where and how to find people. At ISE many stands had a We Are Hiring sign on their booths and I know that the recruiters were all out in force and having a very busy time of it. Everyone is in the same boat and so I think it is important that we make our industries attractive to people from outside of it, as well as work on apprenticeships/internships (all paid of course) and using your team's network to find those staff that you need.

5. Diversity on panels – well it is getting better but it isn't there yet and so I provide a suggestion. People that are invited onto panels

need to ask who else is going to be on it – it isn't just gender but also ethnicity, disability, socio-economic status and even size and type of company. Only when panellists ask and potentially refuse to be on it will the situation change. Also, organisers please speak to groups such as Rise, AVIXA Women's Council, Gals and Gear if you want more females as they will have ones to put forward and be able to coach them, if needed, on why and how to be involved.

6. Badges or no badges – ISE was the only show of the three where you didn't get an automatic badge and it wasn't well received from the people I spoke to – and myself who having not seen people in 2 years have forgotten a few names. We are there to do business and we need to know who we are talking too – if you don't want to be known then make something up and from a sustainability POV there is a way of doing it with recycled materials as MPTS kindly showed us.

I haven't really mentioned networking as we all know it was fantastic and I could have done with another 10 days at each show to see everyone – but they are back and really hopefully for good. Next for me is InfoComm and then IBC – I hope to see you there.

OUR TEAM IS GROWING! WE ARE DELIGHTED TO INTRODUCE YOU TO...

Casey Love

Casey has over 11 years of experience in PR representing clients across ad tech, IT, media and entertainment, martech, oil and gas. Originally from Houston, Texas, Casey moved to Los Angeles in 2018 and has worked on global campaigns for media and entertainment clients including ACCESS:VFX, Avid, Brightcove, DanAds, Haivision, LEE Filters, Light Iron, Panalux, Panavision, Quantum and ZOO. Today, she works with Bubble's US clients to support their on-going PR activity.



Harveen Dhanoo

Harveen joins as Marketing Executive working alongside Marketing Director Nikita Panchal. Harveen brings over five years of in-house marketing experience to Bubble Agency, bolstering the company's 'No Headcount Required' services team. Her degree in Marketing from the University of Greenwich, and subsequent experience in healthcare and recruitment, gave her a passion for social media, strategy and design. Her knowledge and experience also spans SEO, PPC, paid social media, email marketing, and other aspects of the marketing machine.



Jose Domingo Guariglia

Jose Domingo comes on board as an Account Manager and brings over 14 years of experience in public relations, journalism and TV production in countries including the UK, the USA, Venezuela, Italy, and Spain. He has overseen PR campaigns for technology brands like Sony, Huawei and Intel, and has led digital PR campaigns for The Automobile Association, IG, Preply or Remote. With degrees in Mass Communications and International Relations, JD loves to follow the news and everything related to geopolitics, but he is also a big fan of entertainment and technology, covering in the past events like the Mobile World Congress, the Venice and Sundance Film Festivals.



CULTURE CLUB

A thrill a minute with Harlan Coben

Kim Willsher
Head of Americas

If you're looking for something to binge-watch that doesn't require a big time investment, and you enjoy a thriller with plenty of plot twists, look no further than a Harlan Coben limited series on Netflix.

Coben is an American writer of mystery novels and thrillers from Newark, New Jersey. While his novels are set in New York and Newark, his easy-to-watch TV adaptations are all set in Europe.

It was the most recent British installment, *Stay Close*, that caught my eye as a new release on Netflix. As well as being full of the twists and turns you expect from a thriller, the sombre mood of a story about missing men and the hunt for a serial killer is unexpectedly lightened by a bizarre but creepy pair of psychopathic assassins/preppy musical theatre enthusiasts. (If that doesn't pique your interest, I don't know what will.)

After finishing all eight episodes of *Stay Close*, I was eager for more of the same, and soon discovered that Coben made a deal with Netflix in 2018 to adapt 14 of his novels for the streaming platform. That's when I



realised I'd watched one of his shows before—*The Stranger*—which I'd also enjoyed. So next on my list was *Safe*, starring *Dexter*'s Michael C. Hall with an uncanny English accent. Like *Stay Close* and *The Stranger*, it unravels the many secrets of the seemingly straight-laced characters in a suburban English town, with a twist of unexpected humour thrown in for good measure.

Having exhausted all the English-language series available on Netflix in the U.S., I've now turned to Coben's foreign-language adaptations, starting with *Disparu à jamais* (*Gone for Good*), set in Nice. Other foreign-language adaptations include *The Innocent*, set in Barcelona, and *The Woods*, set in Poland. Apparently, these have the more conventional, serious

tone expected from a thriller, rather than the unexpected humour and absurdity of the English-language series.

So, if you're looking for an easy-to-watch thriller full of mysterious characters and twists and turns, check out a Harlan Coben show on Netflix. You won't be disappointed.

TAKING A NEW LOOK AT VIRTUAL EVENTS

Karen Dunn
KMD Productions

March has rolled around yet again, marking two years of large events at a standstill. I've been hearing from friends and colleagues that the novelty we felt in our virtual world in the beginning has decidedly worn off.

Whether you saw yourself in that viral 'languishing' article, whether 'burned out' feels more like your style, or if you're nodding as you read this, fear not. There are ways to breathe new life into your virtual events.

Adopt the mindset that you're taking the best aspects of in-person events and translating them to virtual.

Just as you'd have a great host for any gathering, be active in the chat. Set the mood with background music as guests sign on. Events like our KMD Productions Speed Mentoring™ and Networking sessions allow spur-of-the-moment introductions, à la standing around a cocktail table at an event but with the added bonus of removing chance and any in-person jitters. Planned connections like these can lead to your next big contract, or a conversation that can shape a mentee's career. Just remember, when planning that virtual event don't ever forego your run-through just because it's virtual. It's imperative online to gather your hosts and panelists beforehand so it will all go smoothly on the 'day of'.

And remember, technology doesn't always work, so definitely have a Plan B and Plan C!

Our main source of inspiration has been to ask ourselves, "How can we bring an extra level of interaction to these events?"

One of the most dynamic answers we've found lies in using package delivery services. You can taste gelato, learn to paint graffiti at home, or order lunch for your team – all with kits and packages that arrive on your doorstep. Combining an interactive activity with whatever the client goal for the event is a simple way to add an extra touch while making it more personal and not just 'another online event'. One of our most memorable client sales activations was in partnership with a mixology company. Each guest

tuned in from around the US, with a drink-making kit they'd received before the event. The Mixologist host walked them through mixing drinks live from their studio, while our guests laughed and sipped their way through making beverages like Chocolate Martinis. During one event when the mixologist studio suddenly lost all power, the client was able to organically bring conversation and levity to the moment, strengthening the sales relationship with everyone online even further. Thankfully, the same 'ready for anything' spirit one needs in the world of live events lives on in the virtual world.

With these tools in your arsenal, you're ready to banish that burnout (but if you need backup, you can always call KMD Productions).

kmdpro.com

The Key To A Strong Thought Leadership Strategy: Raise The Profile Of Your C-Suite

Laura Cabarcos
Senior Account Director

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The rapid shift to digital marketing in B2B has spawned a huge increase in thought leadership output. According to a recent study, 51% of C-Suite executives say they now spend more time consuming thought leadership content than they did before the pandemic.

People buy from people they trust: there are a ton of studies showing that customers prefer to get to know a company through thought leadership articles, written by individuals behind the company, over advertisements or other forms of impersonal content.

In order to kick off a successful thought leadership strategy, a company should first start with its C-Suite. Customers, stakeholders and the broader industry expect the CEO/C-Suite to have a view on the issues that matter. It is also important for employees and external stakeholders to have a single figurehead who publicly communicates the business' overall vision and purpose.

Here are five steps to start building a profile for your company's C-Suite:

- **Say 'No' to the impostor syndrome:** Many executives worry about not living up to the expectations of what being an 'expert' means. It is common to see executives reaching a level of mastery where critical judgments and intuitions flow so naturally and fast that they believe everyone shares the same thought. That is not the case, and this experience is what should be used to help executives become more effective thought leaders in any industry.
- **Build your thought leadership agenda:** Identify the key opportunities available in

the industry, from checking editorial calendars for opinion pieces, to researching speaking opportunities, to identifying key trends. Map these opportunities to draft a plan around your company's involvement on each.

- **Engage in wider industry conversations and network:** Whether this is done through social media, company blogs or by-lined articles, it is essential that the C-Suite of any brand engages in industry conversations and starts to build a network.

Thought leadership can be seen almost everywhere these days. We see it all over social media, in blogs, white papers, articles and even tabloids. Many studies have recently revealed that B2B companies with demonstrable expertise are those that will get noticed by other influencers and their core audience, and will realise real ROI. Now more than ever, in a post-pandemic world, business leaders are facing many unknowns, and thought leaders have an opportunity to influence and help guide their decision-making processes.

UPCOMING DATES FOR THE DIARY

We are excited to see the return of physical trade shows this year, and we hope these continue.

Here is a selection of dates for upcoming in-person trade shows, virtual events and hybrid events within broadcast, film, AV, audio, and sports.

Please note, these may be subject to change.

3 – 5 JUNE
NAMM SHOW
California, USA

4 – 10 JUNE
INFOCOMM
Las Vegas, USA

6 – 8 JUNE
STREAM TV SHOW
Denver, USA

8 – 10 JUNE
BROADCAST ASIA
Singapore

9 – 12 JUNE
CINEGEAR
Los Angeles, USA

14 – 16 JUNE
VIDTRANS
California, Marina Del Rey, USA

15 JUNE
SVG SPORTS OTT SUMMIT
London, UK

15 – 16 JUNE
IT PARTNERS
Paris, France

21 JUNE
KITPLUS SHOW
Glasgow, Scotland

22 – 23 JUNE
DAM EUROPE
London, UK

23 JUNE
KITPLUS SHOW
Manchester, UK

29 – 30 JUNE
COMMSVERSE
Mercedes-Benz World

29 JUNE – 1 JULY
KOBA
Korea

WHAT WE DO WHEN WE ARE NOT BUBBLING

Lesley Gikas
Account Director

I love new experiences. Joining the Bubble team and learning about the M&E industry from a tech perspective has certainly stood out as one of the best. When I'm not bubbling away with great colleagues, clients and brands, I enjoy spending time doing these things:

Walking – I'm fortunate to live in a beautiful part of the UK, so a lot of my downtime is spent exploring the natural pathways of our local countryside with my family and our two dogs.

Exercising – I used to be quite a fast runner, until I tried my hand at action netball and sprained my ankles more times than I care to remember. These days I prefer a casual, comfortable

5km jog. I probably won't ever win anything, but it keeps my mental and physical health in a good place!

Wine appreciation – I spent a large part of my career working with luxury wine brands in South Africa and had the privilege of working closely with the best winemakers in the country. Naturally, my taste buds have gravitated towards 'the really good stuff', and nothing makes me happier than enjoying a glass (or two) of a beautiful vintage.

Teaching English – During lockdown I was one of those people who sought to upskill myself, and so I qualified to teach English as a foreign language (TEFL). My career in PR and love of the English language has made me a great fit to teach business English. I love words, and what better way than to share with others how they can fit together in the business world?!

Enjoying my husband's food – My husband is a surprisingly good cook! Put him in front of a barbecue, a pizza oven or a plain old stove, and he somehow manages to whip up

delicious food every time, and rather annoyingly, make it look easy. Having my own Master Chef in the house is just brilliant!



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 Aline Mello, Account Manager.

Favourite meal to eat?

Spaghetti and meatballs. It's such a perfect combo!

Favourite TV or film character?

It's a tie between Leslie Knope from *Parks and Recreation* and Ted Lasso from *Ted Lasso*. They're both a mix of unwavering positivity, empathy and brilliantly written comedy, while still being layered characters that deal with real-life issues. They're my 'comfort characters' so I rewatch episodes all the time.

Favourite pastime?

Singing. Whether it is by myself at home, on a karaoke night, or performing with my choir, there's nothing that brings me more joy.

Favourite holiday destination?

Any Disney park. I'm a massive Disney fan: I know all the songs,

cry watching the fireworks, follow the news to learn about the new rides. Even though I always come back extremely tired, it's the type of holiday that really allows you to disconnect from the rest of the world.

Favourite band?

Mumford and Sons. I've been following their music since their first album and I think they're amazing songwriters and performers. I saw them live on Lollapalooza Brazil back in 2016 and it's still probably the best concert I've ever been to.

Favourite song lyric?

"I want auroras and sad prose/ I want to watch wisteria grow right over my bare feet/ Cause I haven't moved in years" *The Lakes* - Taylor Swift.

Favourite scent?

Coffee. Can't start a day without it.

Favourite word?

Saudade. It's a Portuguese word that represents that bittersweet feeling you get when you're longing for or missing something/someone that you care about.

EGGLESS KINDER BUENO COOKIES

Harveen Dhanoa, Marketing Executive



These soft eggless Kinder Bueno cookies are just what the doctor ordered! It's an easy recipe that can be easily adapted based on what you fancy! If you're not a fan of chocolate, replace the chocolate with pistachios or even oats. However you make them, these cookies will have you looking like a star baker.

INGREDIENTS

- 150g butter
- 100g caster sugar
- 200g self-raising flour
- 1 bag of milk chocolate chips
- 10 x Kinder mini treats
- Chocolate spread (optional)

RECIPE

1. Preheat the oven to 180°C / fan 160°C/ gas 4 and place baking sheets into two baking trays
2. Measure the butter into a bowl and beat to soften. Gradually beat in the sugar and then the flour. Bring the mixture together with your hands to form a dough.
3. Empty ¾ of the milk chocolate chips into the bowl and break 8 Kinder mini treats into chunks and mix into the dough. Add a scoop of Nutella or any chocolate spread if you'd like to make these extra chocolatey.
4. Form the dough into balls and place them spaced apart on the baking trays. Break the remaining Kinder mini treats and place a chunk on top of each cookie.
5. Bake in the preheated oven for 15–20 minutes until pale golden. Once cooked, leave to cool completely for 5 minutes before eating.

THE GREAT BUBBLE BITES RECIPE BOOK

Find the most delicious recipes from the past ten years of the Bubble Bugle!

All of us at Bubble are heartbroken by the conflict impacting millions of people in Ukraine. To help, we are donating all proceeds from our recipe book to the British Red Cross Society, which supports war victims in Ukraine.

- To donate please head [here](#) leaving your full name.
- Once you've donated fill out your address using our [online form](#).



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