

# PROMOWORKS



SANTA and HIS HELPERS



# PROMOWORKS

Promoworks is a leading supplier of **SANTA CLAUS** and his helpers in shopping centres across Australia. Combined with their photographic division, **PHOTOWORKS**, Promoworks offer a positive Christmas experience to drive retail traffic throughout your centre and ensure it is a truly magical festive season.



Our highly motivated and trained service staff have a full understanding of customer expectations that will ensure a magical experience.

Promoworks staff acts as ambassadors for shopping centres and draw extensive crowds. We know that the success of your promotion is in the quality of entertainment provided and Promoworks achieves exceptional results by attracting, retaining and developing the best talent for any event.

Promoworks has built its reputation on providing customer service. We understand the requirements of our client by working alongside them as part of a team and rely heavily on feedback provided.

- A positive entertainment experience to drive retail traffic throughout your centre
- Reliable, highly motivated and well trained service staff to interact with customers
- One-stop contact over your busiest trading periods to ensure your promotion is hassle free.







# OUR PROMISE TO YOU

- A Promoworks Santa will drive retail traffic.
- Every child that visits a Promoworks Santa will come away having experienced a special moment in their lives.
- We ensure our understanding of your needs and will be highly responsive to those needs.

## PROMOWORKS QUALITY

- Expert training of all staff.
- Experienced and reliable. *80% of Santas have been with Promoworks for more than 15 years.*

### PROMOWORKS STAFF HAVE AN AWARENESS OF

- Legal responsibilities
- Children and parent needs
- Latest trends in seasonal toys
- Photographic requirements

### PROMOWORKS POLICY

- Compulsory "Working with Children" clearances
- Comprehensive Santa training
- Reference checks
- Orientation
- Replacement Santas
- Costumes laundered daily.

### PROTECTING YOUR CENTRE WITH

- \$20M Public Liability
- Work Cover.





# OUR SANTAS

Your Christmas promotion is not complete without a visit from the North Pole's most famous resident. Promoworks Santa truly brings to life the character of **SANTA CLAUS**.

Make the most of your Christmas Promotion truly festive with our suite of characters that are available to assist Santa.

Promoworks Santas act as ambassadors for shopping centres; to draw extensive crowds and provide a positive Christmas shopping experience.

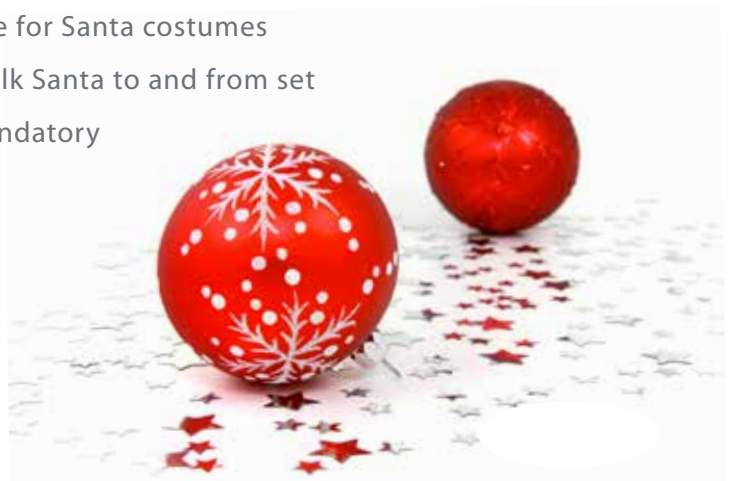
Promoworks Santa's are fully trained; reference checked and carry all necessary *Working with Children* clearances. A large majority of our Santa staff have been with Promoworks for many years and are well versed in the latest toy fads.

Santa's costumes are individually tailor made and are of the highest quality.

Promoworks Santas are also available for your corporate function or Christmas party.

## SANTA'S REQUIREMENTS

- Private dressing room (public toilet cubicle not acceptable) close to bathroom facility and set
- Table and chair, cold drinking water and fan (if not air conditioned)
- Full length mirror
- Hanging space for Santa costumes
- Security to walk Santa to and from set
- Fan on set mandatory







# SANTA'S HELPERS

## SANTA'S HELPERS

Santa Helpers ensure your Christmas promotions run smoothly, by making sure little visitors are ready for that all important photo with Santa. Promoworks Santa Helpers also control the queues of children waiting to see Santa and offer lots of help in choosing that special toy they want Santa to bring on Christmas Eve.



## MRS CLAUS

Mrs Claus complements Santa perfectly, trained by Promoworks to ensure that children's first visit with Santa is a memorable one. Mrs Claus reads stories to entertain her guests and has lots of tales to tell of her time at the North Pole, quite often becoming the character children warm to most.

## CHRISTMAS ELVES

These cheeky little characters will entertain shoppers and crowds alike. Dressed to stand out in a crowd, they like getting up to all sorts of mischief as all Christmas Elves do.





# MAKE THE CALL

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*Service is our Speciality!*



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