

colebridge:communications mobile exhibition bus getting the most from your hire

Here are some tips and information intended to help make your event a success. These are based on our experience of using the bus successfully ourselves. We recommend you read these.

Location, Location, Location

Where you park the exhibition bus is critical. It is a mobile facility aimed at helping you get your message directly to your audience, so the first thing to do is find a location where your audience is not going to be able to miss it. This could be anywhere. For example, if you are trying to persuade people to give up smoking, right outside the smoking shelter of a large pub might be a great place to be but no use if you are using it to sell double glazing.

Permission

Wherever you park the bus, you must get permission from the person who owns the land. This could be the local council, business park Management Company, pub landlord, etc. Whoever collects rent or manages the land. In some cases, where you are in a high traffic or pedestrian area, you might also need permission from the police. If you are fundraising and doing street collections, the local council will need to approve it and give you a licence. As you will be seen as the 'organiser' you need to do this

Music

Playing music can help attract attention but you will need a licence to do this. A Performing Rights Society (PRS) licence is required for the live performance or public playing of copyright music. For more information, see www.prsformusic.com. It's not expensive but the fines for not having one are. Some local council's might also require a Public Entertainment Licence if you want to put on other forms of entertainment.

Don't Just Stand There

Sometimes it's a good idea to move the bus from location to location during the day if you are covering a large area such as a city or rural area. We would recommend two locations is enough for one day, otherwise you spend too much time travelling. Go back a second day and cover two more areas.

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Don't Just Sit There

The inside of the bus is really nice and it's tempting to just sit there and hope someone comes in. They won't. Also, several hours standing in one place can be tiring and it is tempting to bring some folding chairs to sit on outside. Here is a tip. If there are 3 people staffing the event, bring two chairs. That way you will have to take turns in being 'on duty'. It's also good for the circulation to wander around. Go up to people close by and tell them about your organisation. Keeping busy like this, makes the day seem shorter and more rewarding. Top Tip: wear comfortable shoes.

Practice Your Pitch

There is a thing called the elevator pitch. Imagine you get into a lift with the a very important customer/funder. You have 60 seconds to tell them how wonderful your organisation/product/service is. Can you do it in 60 seconds. Practice this until you get it word perfect and under 60 seconds.

Stand Out - Outside

The bus is white for two reasons. (1) It's hard to miss. (2) It makes it easier to make your message and branding stand out. The bus will accept a variety of ways to merchandise the outside.

We highly recommend durable vinyl banners with eyelets along the edges. Apart from creating the best impact, they are durable and can be used at other events or the next time you book the bus. They can also be tied securely so, if you move about, it saves time setting up at the next location. The bus will accept up to 5 meters of banners on the drivers side and 3 meters on the door & awning side. There is also a 90cm x 90cm space for posters.

The sides of the bus are coated with a magnetic surface but this will only hold lightweight materials such as paper or magnetic vinyl. Both have value but lack durability. Wind and rain tend to play havoc with them too.

Stand Out – Inside

The interior walls are covered in a loop nylon fabric to make them receptive to the hook part of Velcro fasteners. There is over 11 square meters of wall space so bring plenty of posters and flyers.

Fixing Things

We will provide the outside ties, magnetic strips and Velcro fixings. You just bring the promotion and brand materials.

Setting Up

Our driver isn't just there to drive the bus. He is there to help throughout the day. He will help you set up, clear up and help throughout the day. Use the driver, even if it's just making the tea. He gets bored otherwise.

Awning Up

The bus has a cool awning which, not only shelters you from the sun and rain, it adds presence to the bus and your display. It takes seconds to put up so use it, even if you don't think you need it.

Brewing Up & Powering Up

The bus comes with a neat Tassimo drinks machine, a fast boil one cup kettle, a normal kettle, a very cool 4 slice toaster, a microwave oven and a fridge. However, these need 240 volts and won't work of the bus's 24 volt batteries. You will need a generator or access to mains electricity. Mains electricity is far better and easier. You will be pleasantly surprised how obliging folk will be if you ask if you can plug in your bus. It's a good idea to arrange it before hand. Failing that, we can provide a generator.

A generator is basically an engine on castors. It can be noisy and takes 15 minutes to set up and 15 minutes to put away. It is only really practical to use a generator if you are stationary in one place for at least 4 hours. Otherwise it's an awful lot of effort just to boil s kettle.

The bus has an inverter. This is a device to ensure that the electricity supply is a constant 240 volts (generators don't provide constant power) making it safe to run laptops and other sensitive electrical equipment like CD & DVD players. The inverter is powered of the batteries and hence only suitable for lap top computers and low power devices.

Warm Welcome

The bus is equipped with a top of the range heating system. Again you will need mains or generator electricity for this. It does not have air-conditioning but does have several roof vents which keep it cool in hot weather.

Letting Us Know

We will get the bus to where you want it on time – providing we know exactly where. It's a big vehicle and careful route planning is needed to make sure we can get to the location easily without having to try and do a 3 point turn in a country lane with a 25 foot bus. Please be as precise as possible in your instructions. We also need to know that you have the necessary permissions.

Where Shall We Meet?

We will be easy to spot. We are in a big white bus. Tell us where to meet you, how to recognise you and give us the name and mobile number of the person who will meet us at the destination. That way neither of us think we've been stood up.

Have Fun

There is a lot to do to make your event a success, so get everyone involved. Give them specific jobs. Set them targets but make it fun too. Your enthusiasm will get passed on to your team and your audience. Have a look at this:

http://www.enterprisemedia.com/cgi-bin/screener.cgi?get=00363_2.wmv

Kiss & Tell

If your event was a success and you enjoyed using the bus, tell us and tell others too. If we get a booking based on your recommendation, we will knock 10% off the cost of your next booking. Make sure your friend lets us know it was you that recommended us.

We would love to know how it went. Good and bad. The good stuff will help us promote our services – so pictures, testimonials and compliments are always welcome. We will only use them with your permission. The bad stuff will help us improve the service so we get more good stuff.

We will send you a feedback form after your booking. Please take a few minutes to fill it in and send it back.

Thank You