

ON-SALE LATE
2014



PRODUCTIONSPLUS

AUTOMOTIVE



AUTOMOTIVE CAPABILITIES

Productions Plus – The Talent Shop is the best-choice talent agency for the world's top automakers. With 15 global auto show client brands and more than 25 automotive event client brands, we have been the industry leader for auto show and automotive marketing talent in the U.S. for over 30 years. Our unique service offerings enable us to provide the most comprehensive talent management solutions in the industry.

We are known for revolutionizing how the automotive world employs talent. We first made our mark on the industry by pioneering the now-ubiquitous role of “product specialist” when our founder, Margery Krevsky, introduced the concept of technical training for auto show models. Today, we continue to make our mark - and help our clients make theirs - with our approach to recruiting, training and placing talent, which is recognized as the industry standard.

Our automotive services encompass full-service talent management for auto show, automotive live marketing events and motorsports. We provide:

- ▶ Product Specialists
- ▶ Models
- ▶ Ride and Drive Staff
- ▶ Lead Generation Staff and Management
- ▶ “Edutainment” and “Infotainment” Script Development
- ▶ Narrators
- ▶ Brand Ambassadors
- ▶ Precision Drivers

Our ability to streamline essential services is unmatched by the competition: Productions Plus clients have access to our training offerings and creative services, and because we are also a licensed travel agency, we can provide full-service travel coordination for talent.

TRAVEL

As a licensed travel agency, we also provide turnkey international travel arrangements for our clients, including hotel, air travel, ground transportation and group client bookings at travel agent rates.

CREATIVE SERVICES/ WARDROBE

Our in-house team of fashion designers, stylists and wardrobe coordinators can create original designs and curate custom wardrobes for auto shows, trade shows and other live events. We offer automotive wardrobe management in:

- ▶ Previews of Designer Lines
- ▶ Direct Buys
- ▶ Original Custom Designs
- ▶ Hair and Makeup Services
- ▶ International Fashion Trend Analysis



TRAINING

Our team of certified facilitators and product trainers offers turnkey, customized training programs designed around:

- ▶ Product Training: Classroom and Ride & Drive
 - Basic Automotive and Technical 101
 - Competitive Test Drives
 - Model Line Training
 - Walk-Around Skills
- ▶ The Role of the Product Specialist
- ▶ Product Specialist Leadership Training / Booth Manager / Team Leader Training
- ▶ Team Building
- ▶ Consumer Engagement Training
- ▶ Customer Advocate Training
- ▶ Corporate History Training
- ▶ Lifestyle Marketing Event Training
- ▶ Product Line Introductions
- ▶ Speaker/Presenter Training
- ▶ Media Training
- ▶ Hospitality and Customer Service Training
- ▶ Advertising and Branding / Brand Marketing

