

A large group of people, likely employees, are gathered on a golf course, cheering with their arms raised. The scene is bright and sunny. In the background, a soccer goal is visible on the left. A dark circular logo is overlaid in the upper center of the image.

drp<sup>c</sup> | anything's possible

**our thing is**

**progression**



**Creative  
Communications**

Complete communication team with strategists, creatives, writers and design developers

**Integrated  
Creative  
Service**

**Production  
Services**

Fully in-house production with people, equipment and facilities

# 360+

team members  
delivering a complete  
range of services for  
creating and delivering  
any communication



# our thing is our locations



our thing is

family



### **CN Agency awards**

Large agency of the year

Pioneer of the year

Creative team of the year - Highly Commended

Grand Prix award - Highly Commended

### **Investors in People**

Awarded Platinum standard

**our thing is**

**recognised**



**our thing is**

**expertise**





**our thing is**

**our team**

THE SUNDAY TIMES  
**100**  
BEST  
COMPANIES  
TO WORK FOR  
2020

INVESTORS  
IN PEOPLE | Platinum

**b**  
★★★  
BEST COMPANY  
2020



# BUSINESS IS SIMPLE



# BUSINESS IS SIMPLE



Customers

Service

Products

Quality

Profits

Shareholder value

**CUSTOMER EXPERIANCE**

# **EMPLOYEE EXPERIANCE**

# EMPLOYEE EXPERIANCE

Belong

Engaged

Trusted

Listened too

Make a difference

Recognised

Have fun

our vision



our purpose



our culture



our values



our foundations

service quality creativity





**Trusted**  
- indispensable

Make  
problems  
disappear

Barriers  
removed

Being  
**the best**

Offering  
**value**

Great **quality**  
and **service**

'Make it  
happen, what  
ever the odds'

Find **solutions**

**One team**



our vision



our purpose



our culture



our values



our foundations

service quality creativity



To connect, influence and inspire people, so they can  
make a positive difference

We achieve this by continually making  
**anything possible**



influence



**Clients**



**Team**



**Suppliers**



**Community**

our vision



our purpose



our culture



our values



our foundations

service quality creativity





...taking  
responsibility as  
one team

It's a **positive**  
state of mind

It's a  
**'can do'**  
attitude

...having a  
flexible  
approach

our vision



our purpose



our culture



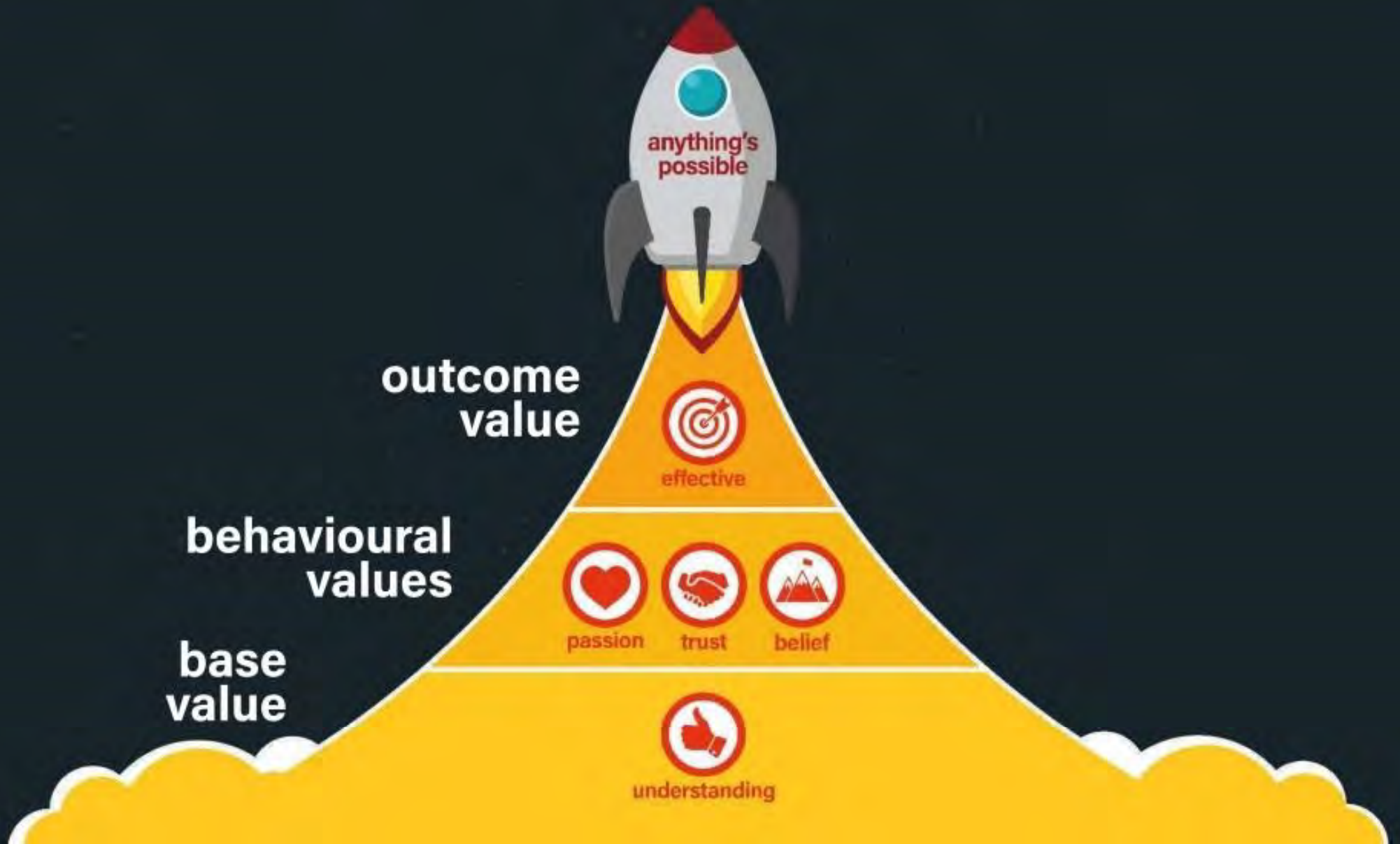
our values



our foundations

service quality creativity





anything's possible

outcome value



effective

behavioural values



passion



trust



belief

base value



understanding

our vision



our purpose



our culture



our values



our foundations

service quality creativity



**THE NURTURER**

**CHAMPION OF:** Results, relational learning and culture

**WATCH OUT FOR:** Nurturers have a role of conflict and often won't speak up, favors of friends.

**HOW TO EMPPOWER THEM:** Get them credit. End 40% in their compensation and the greater value of their contribution.

**VOICE VOLUME:** 

**POPULATION:** 43%



**THE CREATIVE**

**CHAMPION OF:** Future ideas, innovation and experimental integrity.

**WATCH OUT FOR:** Creatives can struggle to communicate effectively and have chaotic work/life balance.

**HOW TO EMPPOWER THEM:** Don't judge them on what they say first, help them communicate their ideas. 1 of their ideas is a hit for every 100 ideas.

**VOICE VOLUME:** 

**POPULATION:** 21%



**THE GUARDIAN**

**CHAMPION OF:** Our efficiency, resources and efficient systems and processes.

**WATCH OUT FOR:** Guardians are the experts, can be resistant and bring excessive criticism.

**HOW TO EMPPOWER THEM:** Encourage them and bring criticism and suggestions to their attention.

**VOICE VOLUME:** 

**POPULATION:** 30%



**THE CONNECTOR**

**CHAMPION OF:** Relational networks, internal collaboration and effective communication.

**WATCH OUT FOR:** Connectors often promote challenges of their ideas to control.

**HOW TO EMPPOWER THEM:** Give them time to share their ideas and opinions. Approaches before you announce.

**VOICE VOLUME:** 

**POPULATION:** 11%



**THE PIONEER**

**CHAMPION OF:** Strategic ideas, results focus, and problem-solving.

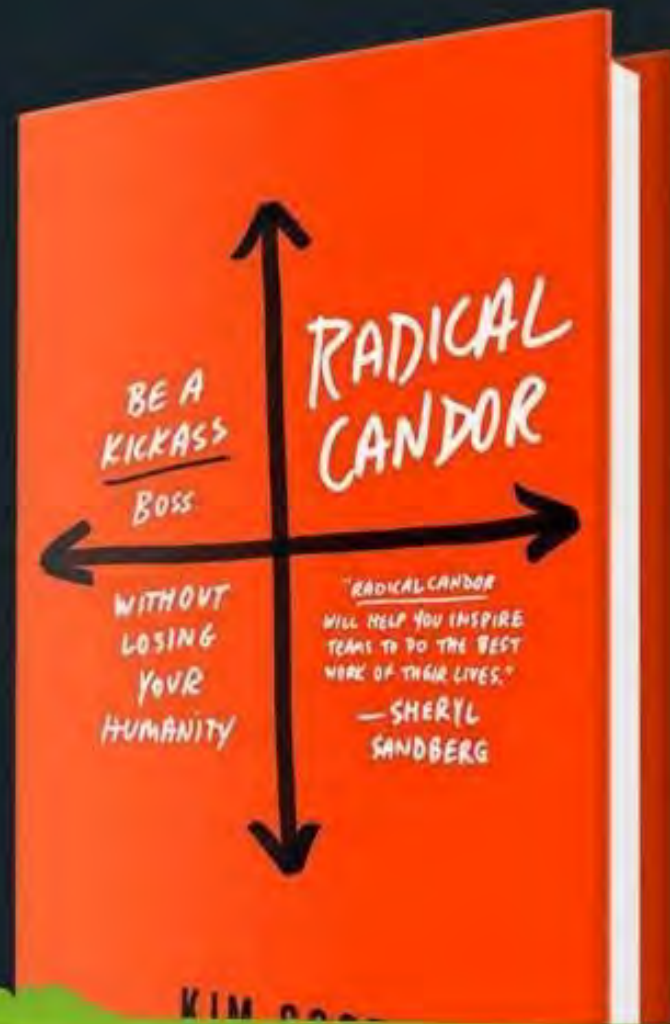
**WATCH OUT FOR:** Pioneers take credit for their contributions to ideas and solutions to projects.

**HOW TO EMPPOWER THEM:** Don't hurry - they know how to do it. Just offer them support.

**VOICE VOLUME:** 

**POPULATION:** 7%

service quality creativity



	Challenge →	
↑ C A R I N G	<p><b>Ruinous empathy</b></p> <ul style="list-style-type: none"> <li>• "Too nice", avoids issues</li> <li>• Positive change cannot happen</li> </ul> <p><i>Says nothing – he's worried about his own feelings of embarrassment</i></p>	<p><b>Radical Candor</b></p> <ul style="list-style-type: none"> <li>• Cares while being honest</li> <li>• Team &amp; people constantly improve</li> </ul> <p><i>Whispers: "your fly is down", to help him correct the issue</i></p>
	<p><b>Manipulative Insincerity</b></p> <ul style="list-style-type: none"> <li>• Lies for personal gain</li> <li>• Mistrust &amp; sabotaging take over</li> </ul> <p><i>Says: "you always look good", to purposefully make him look bad</i></p>	<p><b>Obnoxious Aggression</b></p> <ul style="list-style-type: none"> <li>• Personalizes attacks &amp; hurts people</li> <li>• Fear &amp; resentment grow</li> </ul> <p><i>Shouts: "look, his fly is down!", to laugh at his expense</i></p>

service quality creativity



Engagement is a journey  
Best Companies

best companies  
20 YEARS  
2000 - 2020  
THE SUNDAY TIMES

THE SUNDAY TIMES  
**100**  
BEST  
COMPANIES  
TO WORK FOR  
2020

  
best companies™

VIRUS CRISIS AFTERMATH

# LOCKDOWN

UK faces worst slump in its history

Thriving... Regent Street in London before lockdown, and right, now

By TOM NEWTON DUNN  
BRITAIN was warned yesterday of pay cuts and up to two million job losses caused by the coronavirus lockdown. Treasury forecasters fear the economy faces its worst slump on record. As the UK death toll hit 12,107, the full scale of the Covid-19 meltdown  
Continued on Page Five

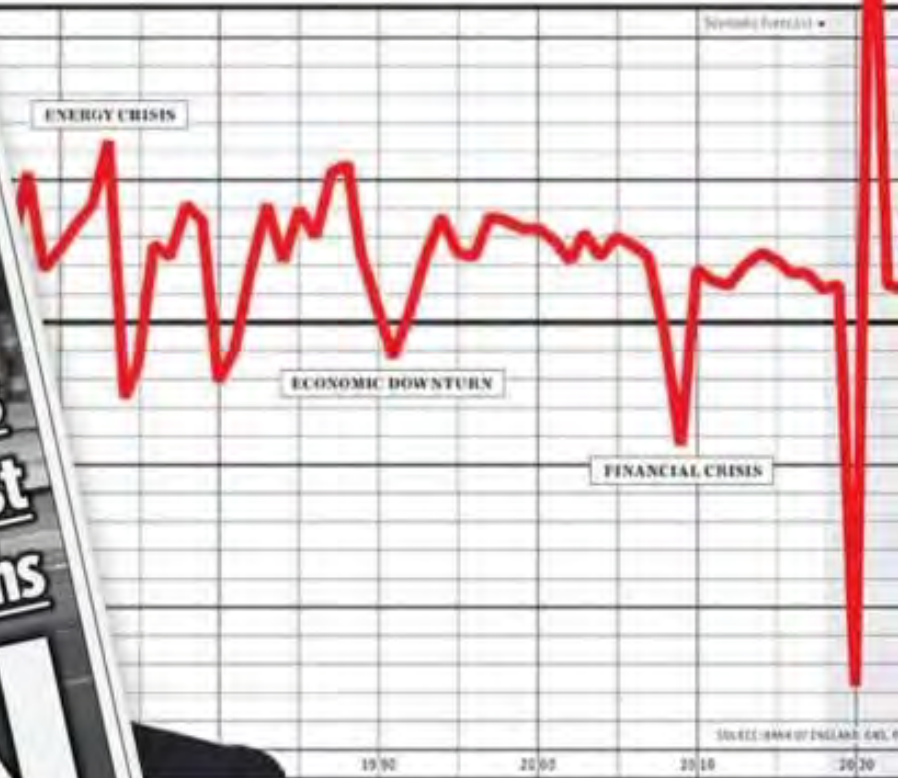
2m jobs may be lost in 3 months

# MELTDOWN

# Telegraph

BRITAIN'S BEST QUALITY NEWSPAPER

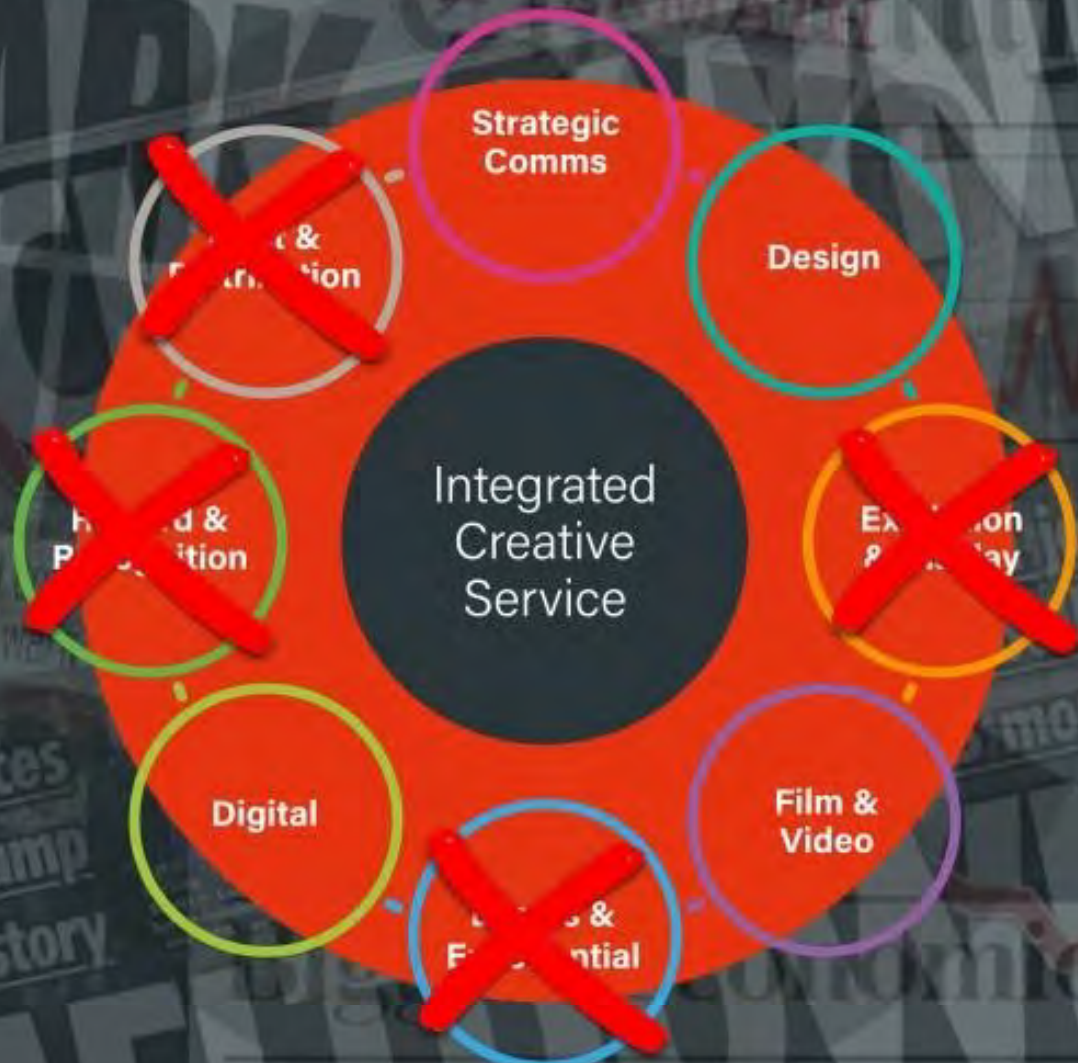
COVID-19



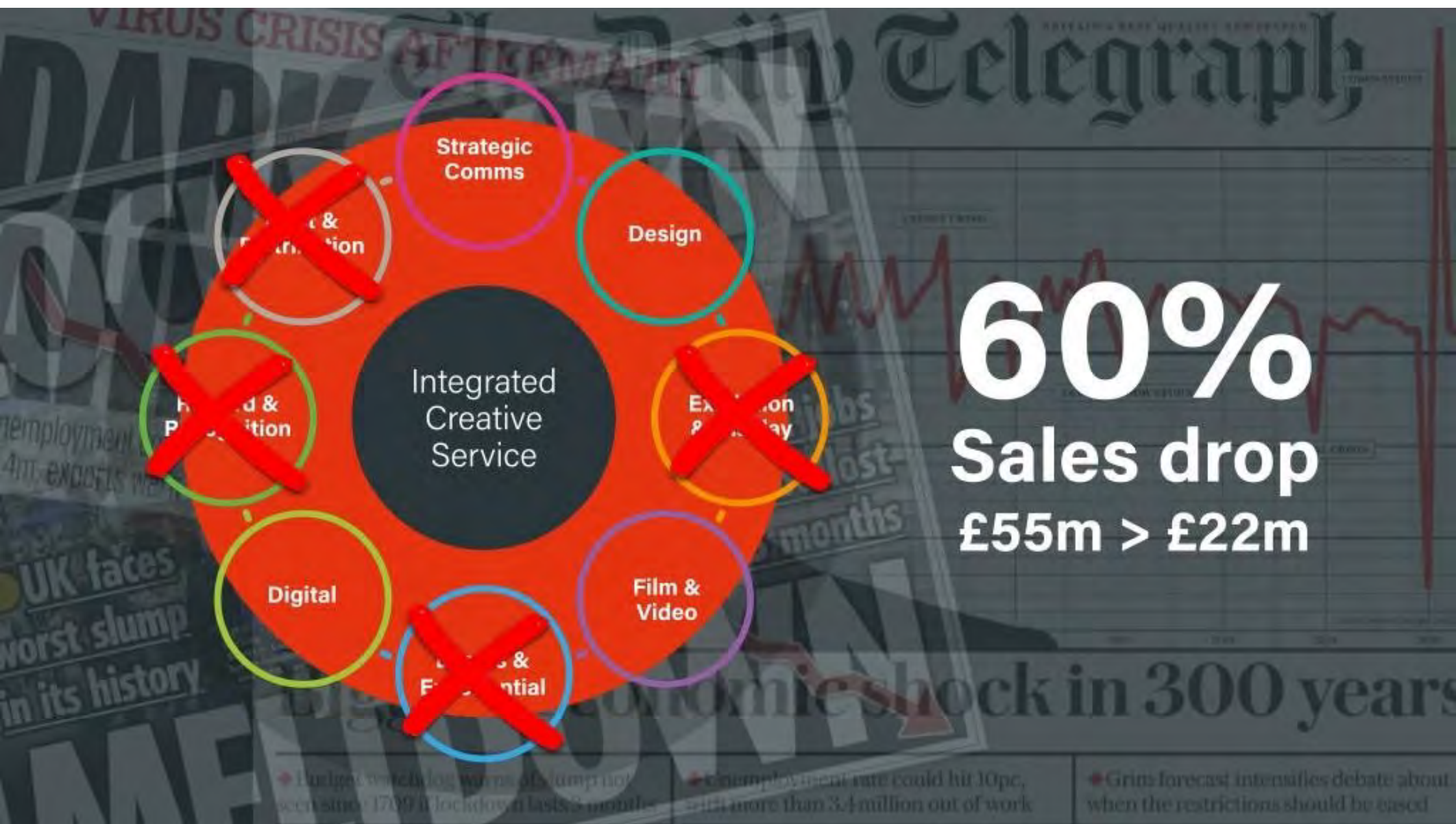
# ck in 300 years

rate could hit 10pc, more than 3.4 million out of work

◆ Grim forecast intensifies debate about when the restrictions should be eased



**60%**  
**Sales drop**  
**£55m > £22m**



◆ Budget watchdog warns of slump not seen since 1709 if lockdown lasts 3 months

◆ Unemployment rate could hit 10pc, with more than 3.4 million out of work

◆ Grim forecast intensifies debate about when the restrictions should be eased

# Protection & Opportunity



## **Protection**

Team & Families

Infrastructure

Cash

Resource

Clients

Future

## **Opportunity**

New look

New systems

New products

New markets

New clients

New growth

# Protection



**1**



**Stop the Ship sinking**

**2**

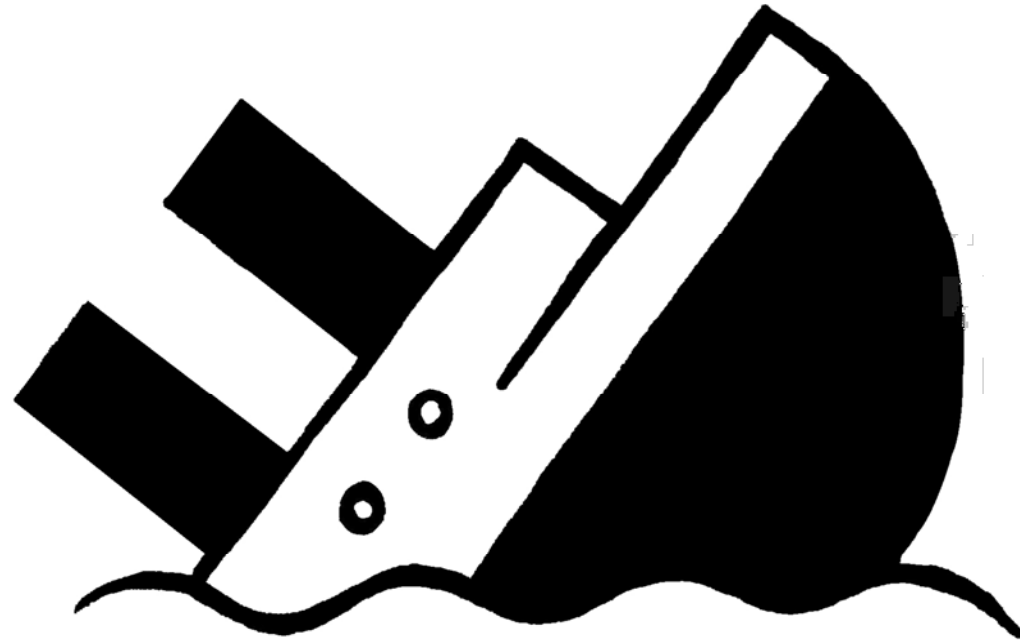


**Refit the Ship**

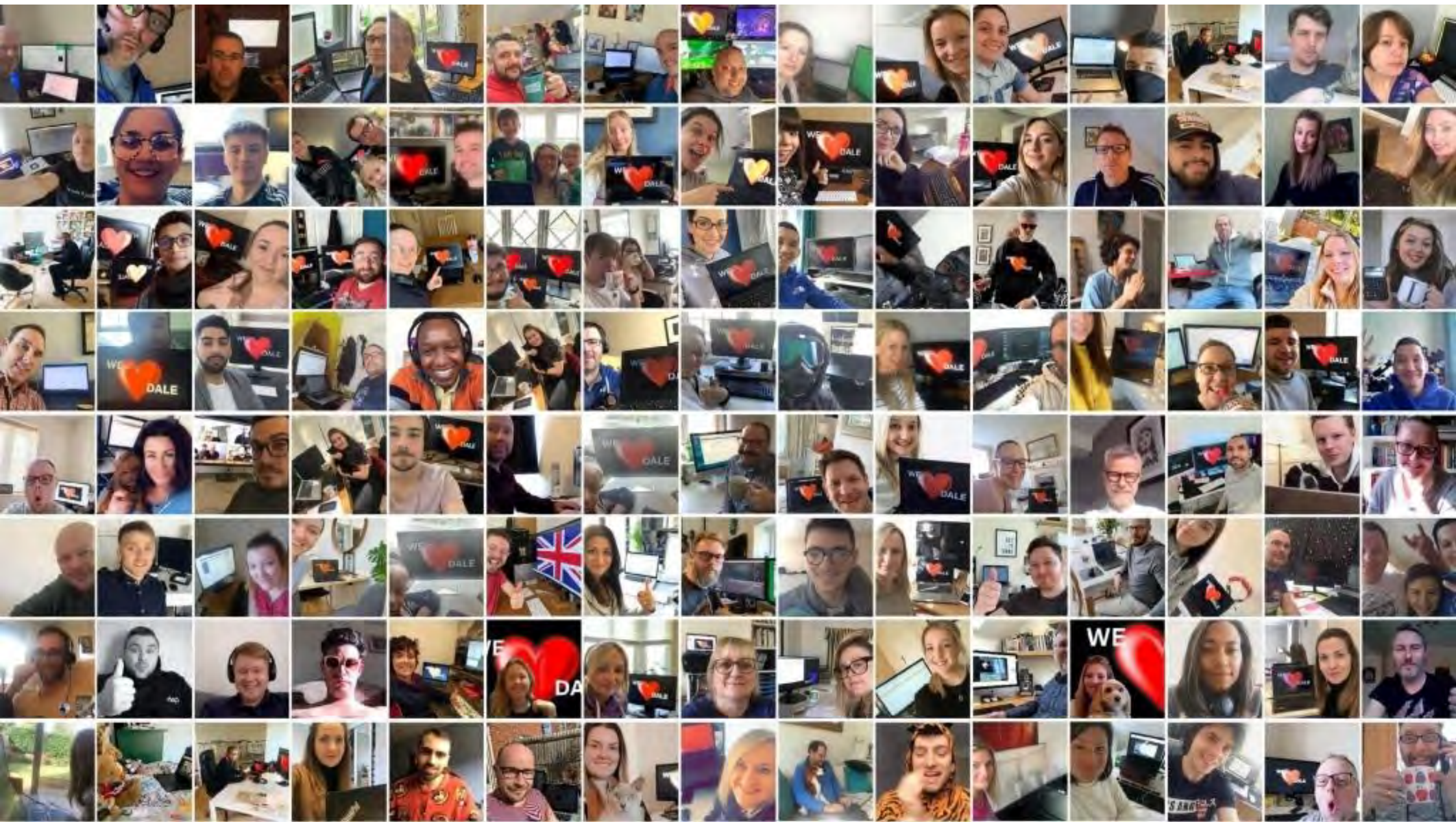
**3**



**Relaunch the Ship**



**Stop the Ship sinking**

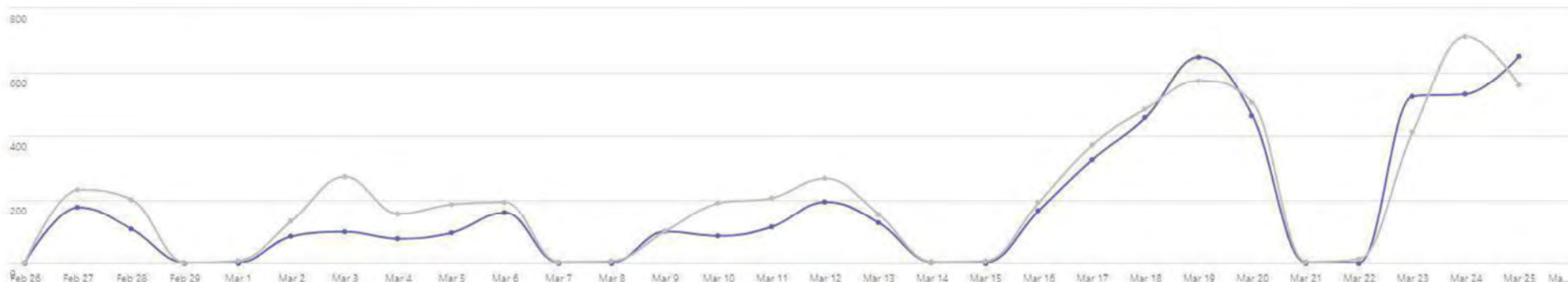




**Calls from average of 100 a day to 700 a day**  
**Chat message average of 800 a day to 17,000 a day**

### Teams user activity report

Mar 27, 2020 2:00:01 PM UTC Date range: Feb 26, 2020 - Mar 25, 2020





# CUT THE

# BSS

© Business Stress

## Taking a break

### What you can do for yourself

Schedule regular breaks. Get away from your workstation, dining room table or sofa.

Block out time in your calendar for a lunch break and take it!

Go for a stroll, get some fresh air, eat some food, play some music, stroke your cat, pat your dog or chat with a loved one.

### What you can do for others

If someone isn't available, take a moment and consider that they have other commitments or may be taking a break, not ignoring you!

Encourage others to block out time in their diary to focus on getting work done and respect it in return.

Arrange a remote weekly group lunch break, share some funny stuff off the internet, play a silly game or just have one of those good old-fashioned chats about the weather!







## log in

email

Dale.Parmentier@drpgroup.com

password

\*\*\*\*\*

log in

[request access](#)

[forgot password?](#)





## Ready to SPARK something?

To 'spark' is to: encourage, excite, fire-up, impassion, incite, instigate, move, stimulate and stir. Take your pupils on a journey into the creative industry to show them how they can make anything possible. Open their eyes, minds and hearts to a breadth of skills, options and careers they may not have realised existed until today.



### Our courses

#### Comms SPARKS

##### English

Explore how writing online works, what makes you found by Google and how to make a killer blog or vlog using cutting edge digital English.

[View resources >](#)

#### Digital SPARKS

##### Computing

What makes people love Uber, Google or Spotify? We explore how UX (User Experience) is a game changer in the digital world.

[View resources >](#)

#### Creative SPARKS

##### Business Studies

Discover how to ideate, plan, deliver and measure a marketing campaign that makes a difference on a global scale.

[View resources >](#)

#### Live SPARKS

##### Maths

Want to plan the next Glastonbury, Reading or Coachella? Discover how maths makes a big difference when it comes to putting on an unmissable show.

[View resources >](#)

#### Design SPARKS

##### Graphic Design

Think you've got what it takes to make people think and feel differently? Explore how design can really shape brands, products and services.

[View resources >](#)

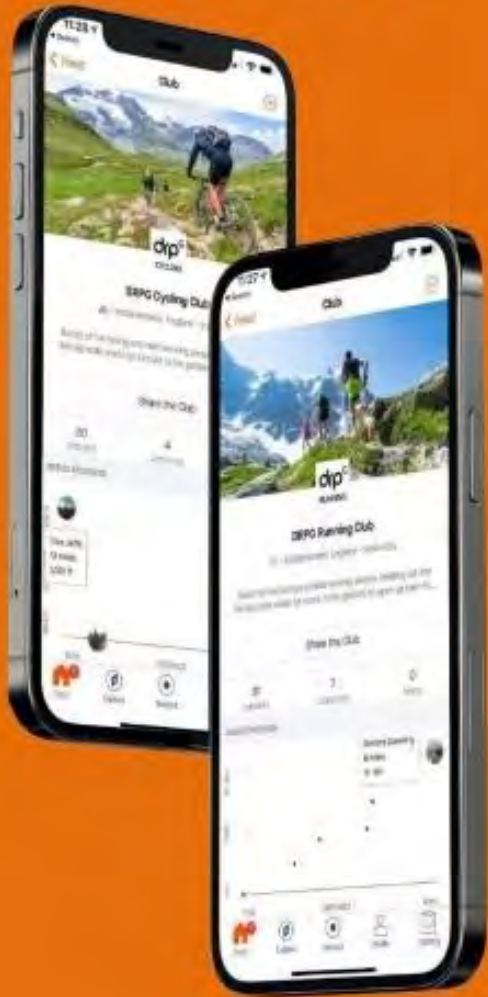
#### Moving SPARKS

##### Media Studies

Uncover the art of the viral video. Learn the pro skills and attributes needed to take your video to the top of the viewing charts.

[View resources >](#)

# STRAVA



dip<sup>G</sup> | 40  
YEARS



*The*  
**drip**<sup>o</sup>  
*Show*

# The Power of Virtual Meetings

19 March 2020

**C&IT** Home Agencies Corporation Inspiration Reports Maps

**TRENDING**

## 'This could be the most challenging crisis we've faced'

31 March 2020

Technology has a massive part to play in helping us through this period, says DRPG's Dale Parmenter



Dale Parmenter is the founder and group CEO of DRPG.

The live event sector is certainly resilient, and over the 40 years I've been involved in the industry it's had to cope with huge challenges, including natural disasters, economic and terror attacks.

By the nature of what we do, we are very visible, so are global, and our resilience can involve large numbers of people. This makes us vulnerable and exposed to the effects of a crisis such as what we are now facing, but that often makes us stronger.

Modern approach on conducting meetings, they communicate with their audiences.

we broadcast live from our studios in Worcester and the possibilities, and how to bring life to images in video production, skill in producing events to deliver an effective broadcast globally or 20 minutes with an opportunity to ask questions on virtual events and the broadcast is never unable to attend, never fear! We recorded the

**DRPG** @DRPGUK · Mar 19

As DRPG we want to take the time to say a HUGE #thankyou to all of the #stayawake's, including our own clients, teachers, supermarket staff and all the other heroes giving this uncertain time, who are doing all they can to keep us safe and strong! 🙏❤️

#ThankYou #StayAwake #Heroes



**EVCOM** @EVCOMUK · Mar 19

Thank you to Dale Parmenter, DRPG for contributing this article on the possibilities of virtual events, in a call for creativity and innovation!

Read the full article here: [evcom.org.uk/news/why-dale](https://www.evcom.org.uk/news/why-dale)

drp<sup>c</sup> 40

23:01

vimeo

**stand out**

Europe International  
delivering the stock you need, that will give

**The CRYSTALS 2020**

[Click here](#)



## Digital events still require a live element, says DRPG's Dale Parmenter

f t y i n e

While a number of companies are turning digital and virtual events as an alternative to live, digital events still require a live element, says Dale Parmenter, group CEO of DRPG.

The importance of live content continues to be highlighted in this year with the current situation we need to be able to connect with our clients, employees and customers. Companies that are focusing on digital events are a genuine use of technology and provide the use of technology for users.

# drp<sup>o</sup> | 40 YEARS



**drp<sup>c</sup>**  
bitesize  
**talks**  
the relevant insights update

**COMING WEEKS**  
We'll also hear from our expert **Colin Gill** as he talks about our new white paper 'The Value of Broadcast Communications: can virtual event solutions deliver value, engagement and return during a crisis?'

**REVIEW**  
We'll also review our five thought leadership programme videos and gain an insight into our SPARKS learning campaign.

**REMEMBER TO ATTEND THE BROADCAST ON THURSDAY 2ND APRIL AT 15:00 AT <https://broadcast.drpgroup.com>**

**OUR NEXT BROADCAST**

# Leading in Disruptive Times

Understand the psychological effects of remote working on both teams and culture. Over the upcoming weeks, as part of the DRPGtalk sessions, we will be running a series of DRPG bitesize talks, which will focus on thought leadership.

First up, we'll be exploring the effects of self-isolation, enforced home-working and having to manage teams remotely.

Get hints and tips on working from home, as well as some insights into maintaining 'the norm' as the self-isolation period progresses.

**ATTEND THE BROADCAST...**  
Don't forget to put a reminder in your diary for this week's bitesize broadcast too, at <https://broadcast.drpgroup.com> on **Thursday 2nd April at 15:00**, where we'll be covering crisis leadership, the psychology behind remote teams and how remote working can change culture.

**drp<sup>c</sup>** Issue 61 | 10th March 2020

**drp<sup>c</sup>**  
bitesize  
**talks**  
the relevant insights update

# Featuring...



**Lindsey Harding**  
Lindsey is an executive coach and leadership psychologist with a background in multinationalists such as Diageo, Vodafone and Experian. She combines her commercial experience and psychological training to help leaders thrive in complex, uncertain environments.  
Lindsey has a particular interest in working with strengths, purpose and resilience, and draws on emerging insights from the field of neuroleadership. She coaches on The Leadership Programme at Henley Business School and for INSEAD Business School.



**Richard Sivers**  
For the last 20 or so years, Richard has operated within the leadership, talent, organisation development and L&D arena working extensively across UK, USA and EMEA.  
He has developed and implemented various L&D, leadership, talent and OD solutions with audiences from CEOs to first-line managers across a range of sectors, cultures and clients. He is an accredited executive coach and licensed for a variety of psychometric tools too.



**Sean Riches**  
Sean Riches works internationally helping teams to become more effective. Working directly, or as an associate of several consultancies, he has worked with organisations including Oracle, Vodafone, Microsoft, the BBC, NBC Universal, Airbus and Heathrow Airport amongst many others.  
He regularly lectures at King's College London's Business School. His background included roles in financial services, military logistics and international airport operations. He also works with the Royal Marines Youth Team to help young people at inner city schools develop their leadership skills.

**JOIN US...**

Don't forget to put a reminder in your diary for this week's DRPG bitesize talks, at <https://broadcast.drpgroup.com> on **Thursday 2nd April at 15:00**.

**drp<sup>c</sup>** Issue 61 | 10th March 2020



# The Big Debate

talks





**Refit the Ship**

A black and white photograph of several men in suits working in an office. The image is overlaid with a central graphic consisting of a blue circle with the word 'INNOVATION' inside, and four quadrants labeled 'PROCESS', 'PRODUCTS', 'PEOPLE', and 'PREMISIES'.

**PROCESS**

**PRODUCTS**

**INNOVATION**

**PEOPLE**

**PREMISIES**





















drp<sup>o</sup>

SharePoint

Search in SharePoint



THINK

Home

Divisions

Locations

Our Documents

News & Research

Leadership Team

Not following

Share

The Shed

CRM

Hands HQ

FocalPoint

Sage

IT Service Desk

E-Days

Directory

### Company News

See all



Our Heroes

#### Anything's Possible Heroes

Here in our business, recognition plays a massive part in identifying the great wor...

3 days ago  
4 views



#### The DRPG Academy Skill of the month

Ace those presentations! June is here which mean...

June 1  
4 views



#### THE LANDING

DRPG supports local communities during lockdown | Conference News

Creative communications agency DRPG has...  
May 18  
8 views



#### THE LANDING

DRPG invests £2m in business in 40th anniversary year - M&IT

DRPG is set to invest more than £2 million in 2020...  
March 30  
6 views

Comms

Media

Live

Group Services

Key Accounts

Sales & Marketing

In a crisis and need help?

Click here

Our Heroes



Our Heroes



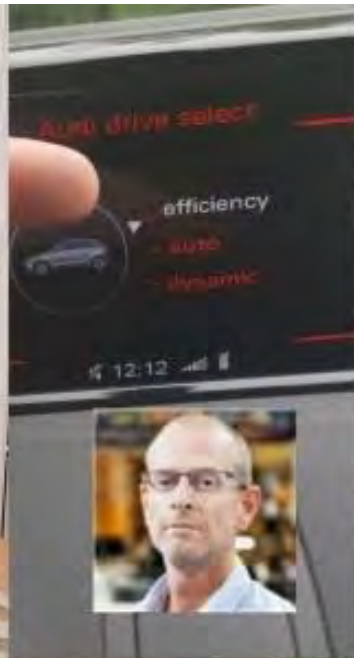



# SUSTAINABLE DEVELOPMENT GOALS

<p><b>1</b> NO POVERTY</p> 	<p><b>2</b> ZERO HUNGER</p> 	<p><b>3</b> GOOD HEALTH AND WELL-BEING</p> 	<p><b>4</b> QUALITY EDUCATION</p> 	<p><b>5</b> GENDER EQUALITY</p> 	<p><b>6</b> CLEAN WATER AND SANITATION</p> 
<p><b>7</b> AFFORDABLE AND CLEAN ENERGY</p> 	<p><b>8</b> DECENT WORK AND ECONOMIC GROWTH</p> 	<p><b>9</b> INDUSTRY, INNOVATION AND INFRASTRUCTURE</p> 	<p><b>10</b> REDUCED INEQUALITIES</p> 	<p><b>11</b> SUSTAINABLE CITIES AND COMMUNITIES</p> 	<p><b>12</b> RESPONSIBLE CONSUMPTION AND PRODUCTION</p> 
<p><b>13</b> CLIMATE ACTION</p> 	<p><b>14</b> LIFE BELOW WATER</p> 	<p><b>15</b> LIFE ON LAND</p> 	<p><b>16</b> PEACE, JUSTICE AND STRONG INSTITUTIONS</p> 	<p><b>17</b> PARTNERSHIPS FOR THE GOALS</p> 	 <p>SUSTAINABLE DEVELOPMENT GOALS</p>



Use eco refills!!



Buy second hand clothing & use washable makeup removal pads





THANK YOU

for showing us your true colours and helping



save lives

drp<sup>c</sup>







**CORONAVIRUS**

**STAY HOME  
SAVE LIVES**

**ACT LIKE YOU'VE GOT IT.  
ANYONE CAN SPREAD IT.**

# Booth one

## COVID-19 testing

drpg<sup>c</sup> creative communications group

Here at DRPG, safety is our number one priority. As well as following the guidance on 'Hands, Face, Space', we are carrying out rapid testing for COVID-19 Antigen on anyone entering our buildings. To do this, we are using the Hespian COVID-19 Antigen Test which is a nasopharyngeal (NP) swab that provides results in 15 minutes. The test is administered by one of our trained staff members in a controlled environment.

### DRPG Assessment Centre

On arrival to the site, please follow the signs to the DRPG Assessment Centre. You will need to sit on a blue plastic queue bar covering that will be provided on arrival.



### The test



### The results



**Positive results:** If you test positive for the virus, you should follow the advice of your local health professional. You may need to self-isolate for 10 days. You will also need to get tested for COVID-19, as you may be no longer at risk of passing it on to others. You will also need to follow the advice of your local health professional. You will also need to follow the advice of your local health professional.



**Negative results:** If you test negative, you should only go home and self-isolate for the next 10 days according to government guidance available at [www.gov.uk](https://www.gov.uk).

### Data processing

We have a legal requirement to report all test results on the Public Health England (PHE) secure portal. Data is processed in accordance with GDPR and the Data Protection Act 2018.

### Questions

If you have any questions about your test, talk to your DRPG contact or give us a call on 0208 280 531.

Booth three

Booth six

Booth seven



A young boy is underwater in a swimming pool, giving a thumbs up. He is wearing a white t-shirt and dark shorts. The water is clear blue, and there are bubbles around him. A blue lane line is visible in the bottom left corner.

# What is **Equality**



**“We are all  
equal in the  
fact that we  
are all different.”**

Mike Howse - Social media executive



**“I’m a woman  
but that’s not  
what makes  
me equal.”**

Nicola Hayward, Head of graphics

**INVESTORS IN PEOPLE™**  
We invest in people



**Feedback**

**DRP Group**

Project number: CEN-20-00035  
Practitioner: Bob Morrison  
Date: 26<sup>th</sup> May 2020



**INVESTORS  
IN PEOPLE** | Platinum

“Your people are truly at the heart of what you do to achieve success. They think your fast response to the pandemic and how you protected everyone is evidence of how much you value their contribution and talents”

“Your culture of “Anything’s possible” and your values, inspire everyone to constantly surprise your clients with fresh ideas and innovative solutions”

*“This is not a good place to work... It is simply fantastic! I love getting up in the morning and being part of this team. We do some amazing things.”*



***I think the leadership shown at this time is fantastic and we should let the whole world know***

***Thanks for being open and keeping us informed, thanks for doing whatever you can to protect our jobs and for giving us clear directive on how we can do that.***

***It's our 'anything's possible' stiff upper lip that will see us through to the other side. Your leadership through this also plays a big part! So thank you for keeping calm and carrying on!***

***Its been truly re-assuring and inspiring with the leadership that you have shown over the last few weeks, we all really appreciate everything you are doing. Thank you!***

***I have definitely felt personally and noticed across all the Teams calls I've been having a huge sense of protection and warmth to DRPG – there is absolutely no shortage of family spirit and this will only make the team stronger.***

***The live broadcast this morning was fantastic and we all felt very proud of being part of something so awesome!***

***It's fantastic to work for a company that truly cares for its employees and offers such great levels of support, flexibility and understanding.***

***Just to say a BIG Thank you for reassuring us in these uncertain times. Far better than watching Boris***

***Grateful and honoured to work here, the update was so on the money and positive***

***You are the best leader anyone could ask for and in times like this you shine Dale...loving the updates keep them coming***

***Thanks for keeping us all 'level headed' and reacting to this shit situation so well.***

***Thanks for keeping us all in high spirits, you guys seriously do ROCK!!!***

***You are doing a great job, and we'll all get through this together***

***Awesome! Dale, massive thanks for keeping us all on in times like these. Big props, kudos and respect for everything you're doing!***

***The encouragement and positivity you inspire across the company is amazing and I truly feel that if anyone can get us through this mess, it's you***

***I just wanted to take the time to thank you and the leadership team for the incredible work you guys are doing. And in a time of uncertainty and worrying media coverage you actually install some normality and positive messages. I have friends who work for Universities, banks, large corporations and I think they would give anything to have the leadership and communications you have demonstrated.***

***I think it's a credit to the business and yourself that the communication has been as strong as it has!***

*Well done in keeping all the spirits and motivation up of all teams.*

*I'm so honoured to be a part of it and proud to be a part of your company.*

*What a team we have seriously.*

*I'm so proud to work for DRPG.*

*Just wanted to say thank you to you for creating such an exciting place to work.*

*I'm so proud and fortunate to work alongside such a creative and talented team. I really am grateful for the opportunities you give to us all and to work for DRPG.*

*I can't imagine how stressful it must be for you and the board at the moment, you are all doing such an amazing job and staying so positive. It makes such a difference to work for a company that care so much and value their employees. So, just to say thank you from me as well. I appreciate everything and am very proud to work for such a great company.*

*A big thank you to you for keeping us updated every week, we are very lucky to have such a great CEO!*

*I wanted to say a big thank you to you and the board for all the work you are doing to protect the team and the business, and for the time you're taking to communicate and keep us updated throughout*

A large group of people, likely employees, are gathered on a golf course, cheering with their arms raised. The scene is bright and sunny. In the background, a golf course green and a white goalpost are visible. A dark circular logo is overlaid in the upper center of the image.

drp<sup>c</sup> | anything's possible

# Event Desire Tracking 2019

**1.9**

Apr 2019

**2.2**

May 2019

**1.1**

Jun 2019

**0.9**

Jul 2019

**2.6**

Sep 2019

**2.1**

Oct 2019

**1.8**

Nov 2019

**1.9**

Dec 2019

# Event Desire Tracking 2020

**1.3**

Jan 2020

**1.8**

Feb 2020

**2.1**

Mar 2020

**3.1**

Apr 2020

**3.9**

May 2020

**4.4**

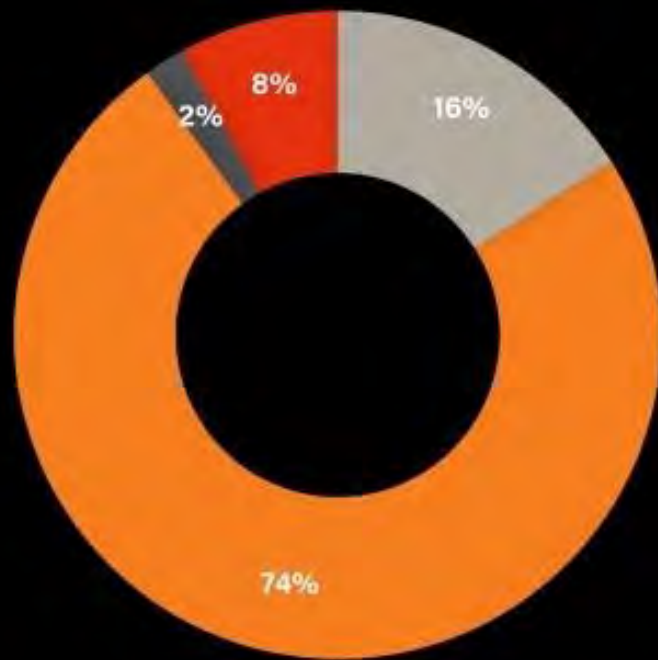
Jun 2020

**4.8**

July 2020

**4.9**


Aug 2020



● Maybe  
● No

● Definitely  
● Don't Know

**When traditional live events begin to be available again, do you expect virtual technology to run alongside it?**



Huge reduction  
in resource

70% of event  
suppliers and agencies  
no longer exist or  
are near to collapse

50% of freelancers  
left the industry

1000% surge in  
venue bookings

Anticipated 230%  
rise in live events

Growth of Hybrid



# Opportunities ahead

- Strong position
- Return to normality
- Opening of the offices
- Team returning to roles
- Respond to the demand
- Retaining the new clients
- Global expansion
- Maintaining the team engagement



A large group of people, likely employees, are gathered on a golf course, cheering with their arms raised. The scene is captured from a high angle, showing the vast green expanse of the course and a goalpost in the background. A dark circular logo is overlaid in the upper center of the image.

drp<sup>c</sup> | anything's possible