



representing promotional staff, fashion models and event staff



■ the story ■



Managing Director Lisa Mona Fullwood has been working in the modelling and events industry since 1983. Formed in November 2000 [ice](#) has represented and continues to represent some of the UK's leading brands.

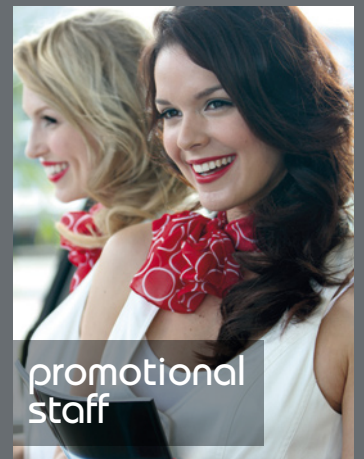
Promoting YOUR business is OUR business



automotive
specialists



logistic
support



promotional
staff

ice offers a simple formula to success

We understand the power of the brand.

Working for you means we are custodians of your brand and its values.

We train and work hard to ensure our promotional and fashion models underwrite your brand values.

the guarantee

ice guarantees never to represent models or promotional staff without a thorough personal interview. Available 24 hours a day.

unique website

Showing not only model images but promotional personnel profiles, displaying individual skills and roles.

promotional team leaders

Are provided on every event, at no extra charge. They are an on-site point of contact for every client.

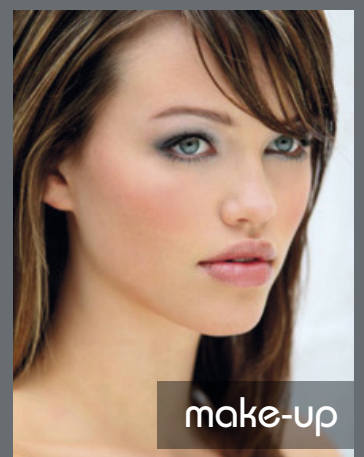
■ the benefits ■



female models



male models



make-up



meet & greet



event support



global event staff

PENTA.

"For the organisation of the MINI international press launch in Oxford & London September & October 2006 we needed the support of Ice.

The staff were required to: Handle logistics at Farnborough & Heathrow airports; Meet & Greet international journalists at hotels & airports; Deal with check in procedures & registration; Support the tours of Mini Plant Oxford.

The team Ice provided were fantastic. They were all polite, good mannered, friendly and attentive to guests. They were reliable and knew how to react in difficult situations. And they were all good looking!!

The ice agency management is a professional partner in every way. They calculated realistic event budgets, were helpful in planning resources and were always available day or night. Their team leaders never missed any details in their feedback to us. They were always aware of all situations and handled all issues perfectly. There was no lack of communication at all. Staff were always on time and well prepared.

Ice prepared the teams in advance of the event, briefing everyone about their individual roles so the briefing from our point of view was short. Our impression was that Ice is the best agency you can get. Professional, reliable & flexible. We really hope to have the opportunity to work together again in the future."

*Ms. Melanie Rechenberg - Events Manager
Penta GmbH*



"Ice helped us organise a full company event for all our employees in the East end of London. Throughout the planning of the event, Ice were efficient and creative and nothing was too much trouble for them.

They thought of everything that we would need on the day and took all the stress out of organising such a complex event. When the event day came, Ice continued to be helpful, taking care of anything that came up so that we could all carry on enjoying the day.

We wouldn't hesitate using Ice again for future events, or recommending them to other companies"

*Lindsay Ablitt, Communications
Nissan Motor (GB) Ltd*



"I would like to express my thanks for the staff provided for the recent exhibitions and events. The Ice models have been punctual, attentive to instructions and proactive in their approach. Additionally they have been keen to absorb product knowledge and most pleasant when dealing with important customers. I look forward to working with Ice on future projects."

*Mr. Simon Childs, Channel Manager
Professional Consumer Imaging*

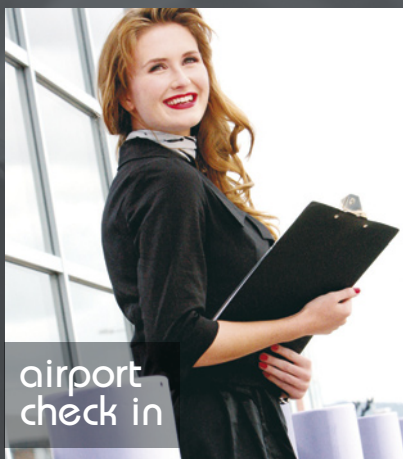
■ the proof ■



hospitality



hosts & hostesses



airport
check in



product
demonstration



brand
ambassadors



"This project was all about taking a new product to a new environment, and to enable that we needed a fresh approach to interacting with people. Lisa immediately recognised the objective, as she always has in her work with Citroën, and responded superbly with a team of professional, dedicated hosts who understood the product and shared that knowledge with visitors to the showcase.

Throughout this 6 month project, which attracted up to 2,000 viewings per day, Lisa's team excelled. They provided reliable and consistent coverage, as you would expect, but went further with detailed feedback and suggestions of improvements to the display and lead generation process. Other people saw problems but Lisa only ever saw solutions! This was a massive marketing success, and it simply couldn't have happened without ICE."

**Mr. Jonathan Sloan, Dealer Marketing
Citroën UK Ltd**



"The girls were fantastic this year at Wimbledon. The strawberry sampling was so popular with the crowds, we are really looking forward to having them on board again next year."

HSBC Staffing – Wimbledon 2008 - 2010.

**Ms. Laura Carbutt - Account Manager
IMG UK Limited**



"Avvio is an agency that works with some of the most prominent and distinguished brands in the UK.

Whatever we do we always try and push the envelope and rely on likeminded companies with similar levels of professionalism to help us deliver.

For that reason I have no hesitation in recommending Ice. We have worked together since 2001 and we continue to be impressed with the high standards they set."

**Mr. Duncan Gardner, Managing Director
Reply**



"ICE supported us with a major Worldwide Dealer event for a luxury automotive client in May 2014. The team was extremely professional at all times and assisted in creating a highly successful event, which we received fantastic feedback for. We required professional, polished, friendly and appropriate members of staff to support the event and that is exactly what ICE delivered.

The team couldn't do enough to help and needed very little direction from us. They were pro-active, dynamic, positive, supportive and worked as an extension to our team. They brought great energy to the event as well as glamour! We wouldn't hesitate to use ICE for all of our events and especially for the luxury sector"

**Carrie Cameron-Smith, Operations Manager
Noble Events**



event managers



registration



catwalk



■ 76 abbeyforegate shrewsbury sy2 6be uk
lisa@iceagency.org.uk www.iceagency.org.uk

+44 (0) 1743 24 24 22