



**INGRID GRENNAR
CREATIVE SIDEKICK**

Portfolio 2023

CLIENT TESTIMONIALS



Chris Macdonald

Building companies, products & people in a digital world.

August 14, 2020, Chris was a client of Ingrid's

I've worked with Ingrid in multiple different projects and love the professionalism she brings. She brings structure to chaos and can run a well-oiled content machine. If you have a vague idea of what you want and don't have time to write a brief, she is your person.

Yes, let's be honest, you should probably give her more detail, and she would create even better campaigns, but who has time? [See less](#)



Michelle Haynes MCIM

General Manager Global Marketing at FRAMECAD Limited

February 27, 2019, Michelle worked with Ingrid but at different companies

Ingrid is practical and efficient, and can tackle anything from strategy creation, right through to assisting with your copywriting and practical social media marketing support. She is extremely efficient, and gets to the heart of your business needs quickly.

I really enjoyed working with her - she's smart, savvy, and not afraid to challenge the status quo to get the right result. I can highly recommend Ingrid to support any business's content, social and digital growth efforts. [See less](#)



Gavin Clark

Managing Director at Risk Management Services Ltd (RMS)

September 28, 2020, Gavin was a client of Ingrid's

Ingrid was able to provide clarity in order to define our website and deliver a first class professional result. Ingrid was timely and drove the process which enabled me to focus on other aspects of my role. She communicated well and achieved an excellent outcome for us at RMS. I highly recommend Ingrid if you are looking to have a website developed and achieve a high rate of website hits. [See less](#)



Debbie Gregory

Leadership Consultant & Coach: Growing Leaders, Team Performance & Career Development | Enabling people & Business to succeed

July 20, 2018, Debbie was a client of Ingrid's

I was delighted with the web design and copy Ingrid has created for my www.positivedirection.co.nz website. An expert at what she does, Ingrid was easy to work with, asked good questions to understand my business and the result was fantastic, I'd highly recommend!!



Trudy Evans

Real-world content solutions for real-world content problems so you can do a better job of your content | Strategist | Consultant | Digital Expert.

April 22, 2018, Trudy was a client of Ingrid's

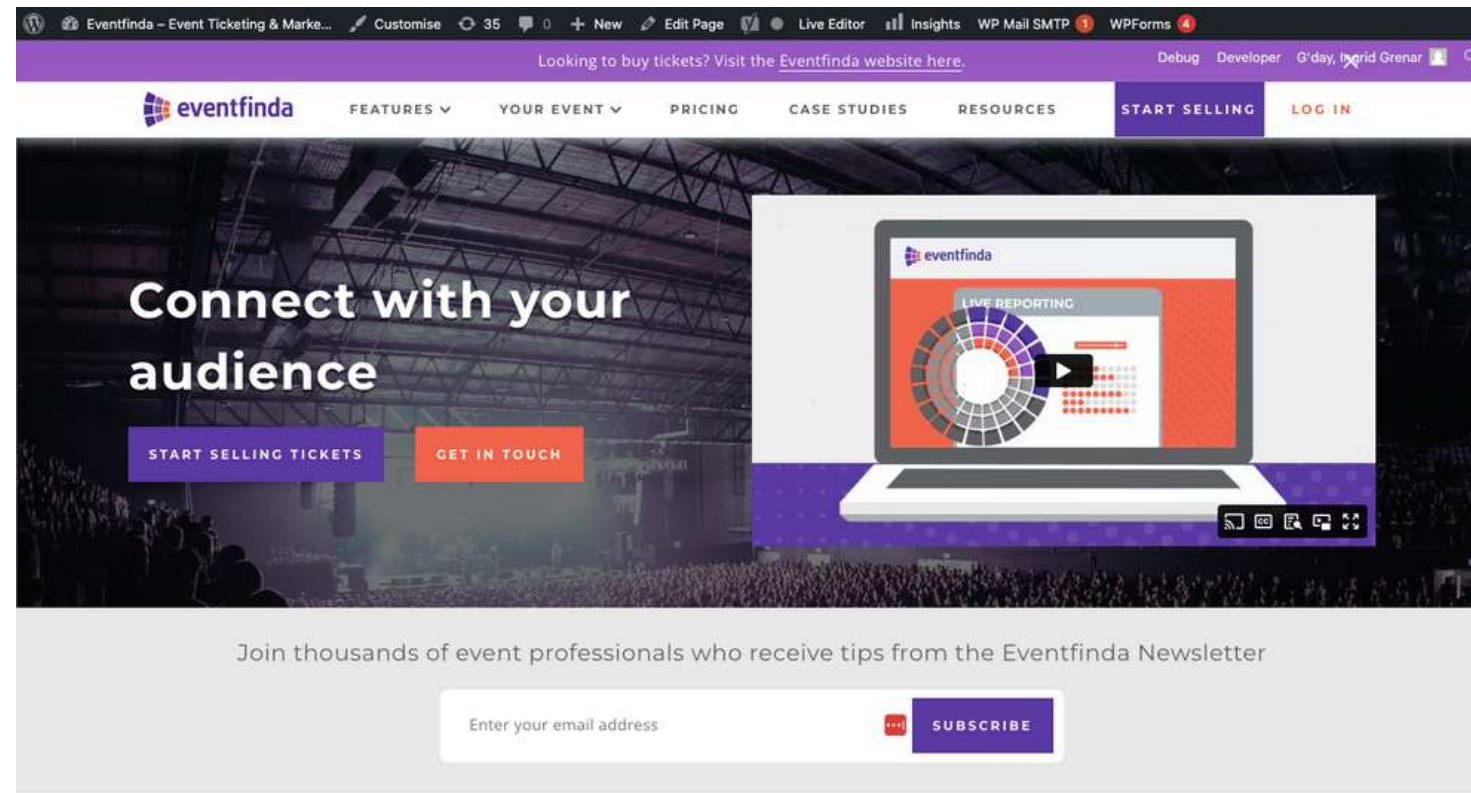
I contacted Creative Sidekick for professional content advice, copywriting and copyediting services for my new website/blog. I had never created a blog before and really needed help. Due to Ingrid's extensive experience in the digital/social media and CMS space, she gave me invaluable advice on how to improve my blog - and she absolutely nailed it. Working together in Squarespace, the improvements made based on her advice have made my blog more professional, cohesive, engaging and future-proofed. The copy writing services she provided were also spot on. I loved all the copy changes she recommended. Ingrid has an amazing way of getting straight to the heart of the digital content she is working with, is a fantastic copywriter, and works at lightning speed. I was so impressed with her services that I have engaged Creative Sidekick for regular editing of my blog moving forward. [See less](#)

EVENTFINDA

My role - Ongoing Marketing Manager contractor

- Website UX, copy and content
- Product explainer video - concept, creative direction and script
- Product how-to video - script, record, edit
- Client testimonial video - concept, brief, interview and brief for content to cover, project manage with video producer
- Client testimonial video 2 - concept, filmed, edited
- Campaign assets – created concept, copy, brief for design, webpage creation, social media posts
- Product sheet
- Case study
- Ebook
- Landing page
- EDMs –reactive and benefits
- Social media ads
- Google ads
-

EVENTFINDA TICKETING HOMEPAGE



Why ticket with Eventfinda?

 1.3 million+ ACTIVE MONTHLY WEBSITE VISITORS	 530k ENTERTAINMENT NEWSLETTER SUBSCRIBERS	 60+ TICKETING AGENCIES IN NEW ZEALAND
 Transparent pricing CHARITY/NONPROFIT DISCOUNT & DONATION OPTIONS	 New Zealand OWNED & OPERATED	 Events syndicated TO STUFF.CO.NZ & REGIONAL WHAT'S ON PAGES



A new data-driven era for the events industry

Toitō - Hawke's Bay Arts & Events Centre deliver a diverse and rich programme of local and international shows, festivals and corporate events. Toitō and Eventfinda became partners in late 2021 and they've not looked back.

[READ CASE STUDY](#)

Get more from your ticketing platform

 Listing & Set-up Quick and simple set-up with ticketing functionality to maximise sales and provide seamless experiences.	 Marketing & Comms Integrated ticketing and marketing, including targeted email campaigns, puts customer data at your fingertips.	 Analytics & Reporting Real-time sales data, scanning, and ticket management for data-driven action and quick financial reporting.
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[VIEW OUR PRICING](#)




Reach thousands of entertainment fans

Your event information will not only appear on NZ's biggest event discovery website, but is also syndicated on [stuff.co.nz](#) and [local council](#) and [regional tourism organisations' what's on pages](#). There's no additional set-up time or cost, simply list your event and we do the rest.

[LIST EVENT](#)



Features built by events experts

 White Label Ticketing Your brand, our technology creating seamless ticketing platforms. LEARN MORE	 Marketing Keep audiences in the know with inbuilt marketing campaign functionality. LEARN MORE	 Ticketing Tools Real-time reporting, sales data, multiple ticket types and seating maps. LEARN MORE
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[VIEW FEATURES](#)

View page- <https://www.eventfinda.co.nz/ticketing/features/>

EVENTFINDA TICKETING HOMEPAGE CONTINUED

From our clients

Have a read of our case studies to find out how our clients achieve their unique ticketing and marketing goals with Eventfinda.



Event set up is simple

1

Create your account

2

Create your event

3

Choose ticket types

4

Customise fees

5

Branding & images

6

Go live to start selling

GET STARTED



Advertising

With over a million unique monthly website visitors and multiple newsletter options, we offer the fastest, most cost-effective and engaging way to reach New Zealand's entertainment audience. Our advertisers benefit from directly targeting our event-going database of over 500,000 weekly subscribers.

LEARN MORE

We've got your back



PERFORMING
ARTS



VENUES



FOOD & WINE
FESTIVALS



SPORTS &
OUTDOORS



WORKSHOPS &
CONFERENCES



CONCERTS &
GIGS

SELL TICKETS

PROUD TICKETING AND MARKETING PARTNERS OF



Looking for a ticketing partnership for your next event?

Get in touch if you're looking to set up a ticketing partnership with Eventfinda or need bespoke solutions for your event or venue.

CONTACT OUR SALES TEAM

Need support with your event listing and ticketing set-up?

Get in touch with our support team to help you with any enquiries regarding event set-up and ticketing options and information.

CONTACT HELP & SUPPORT

ABOUT | ADVERTISING | FAQs

GET SUPPORT | GET IN TOUCH

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TERMS | PRIVACY |  

FEATURES OVERVIEW PAGE

The screenshot shows the Eventfinda website's features overview page. At the top, there is a navigation bar with the Eventfinda logo and links for FEATURES, YOUR EVENT, PRICING, CASE STUDIES, RESOURCES, START SELLING, and LOG IN. Below the navigation bar is a large hero image of a concert stage with the headline "Event sales & marketing in one platform" and buttons for "GET STARTED" and "GET IN TOUCH".

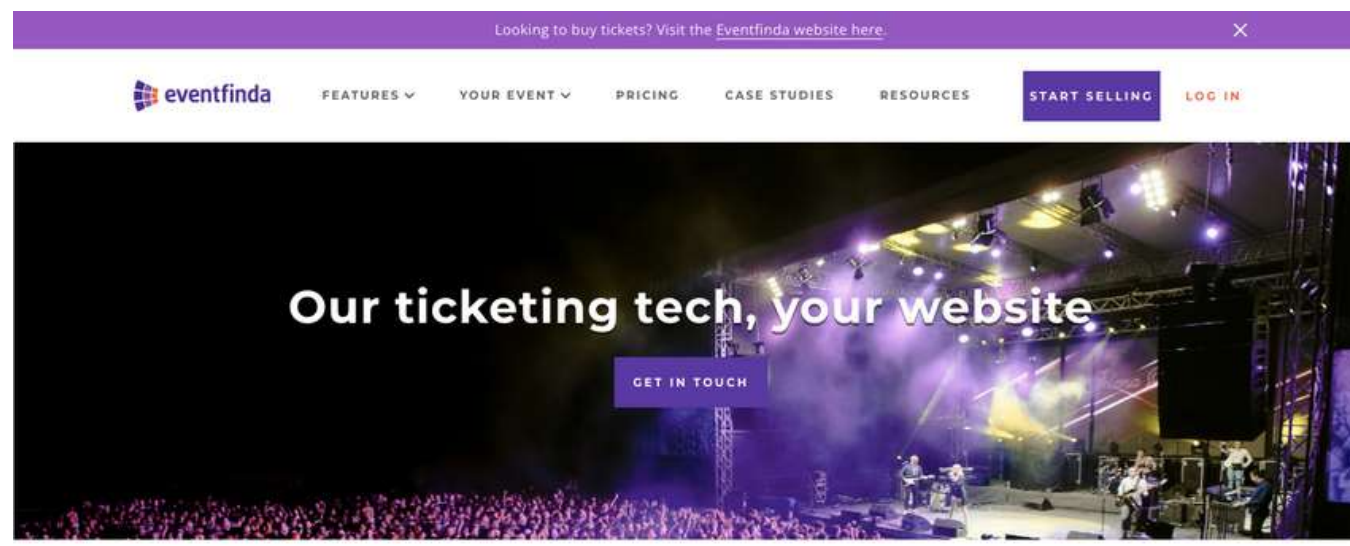
The main content area is titled "Streamline your event ticketing, marketing & reporting" and features three primary navigation tabs: LISTING & SETUP, MARKETING & COMMS, and REPORTING & ANALYTICS. The page is divided into several sections, each with a title, descriptive text, and a "LEARN MORE" button:

- Create your ticket types:** Offers customers GA, reserved and accessible seating, passes to multiple events, ticket holds or gift vouchers. Includes a laptop image showing the ticketing interface.
- User-friendly events expertise:** States the platform is for everyone from first-timers through to seasoned ticketing professionals. Includes a laptop image showing the user interface.
- White label ticketing:** Explains how the platform replicates the user's website to provide a seamless ticketing and communication process. Includes a desktop monitor image showing a branded website.
- Transparent pricing:** Notes that Eventfinda offers transparent pricing and flexible fee structures. Includes a desktop monitor image showing a pricing calculator.
- Support whenever you need it:** Mentions a New Zealand-based team providing expert advice and tech-support. Includes an illustration of a customer support agent.

At the bottom of the page, there are two call-to-action buttons: "View all our available features." leading to an "ALL FEATURES" button, and "Interested in learning more about Eventfinda?" leading to a "CONTACT US" button. A testimonial section features a photo of a night walk and a quote from Sarah Everett, Event Manager at Walk of Wonders. The footer includes a newsletter sign-up form with the text "Sign up to the newsletter for tips on how to sell even more tickets." and a "SIGN UP" button. The footer also contains links for ABOUT, ADVERTISING, FAQs, GET SUPPORT, and GET IN TOUCH, along with copyright information and social media icons.

View page- <https://www.eventfinda.co.nz/ticketing/features/>

PRODUCT FEATURE PAGE



A seamless ticketing process from within your website



Sales & Revenue

Keep your customers where you want them with seamless ticket purchasing without clicking out of your website.



Customer Experience

Retain your brand look and feel throughout the purchase process for a streamlined positive customer experience.



Digital Campaigns

Send customer emails and gather data from third-party tracking pixels from your own domain.

GET IN TOUCH

LEARN MORE

White Label Ticketing from Eventfinda

We offer three levels of White Label development to ensure your brand is reinforced at every touchpoint from event information to ticket sales.



Level 1 Full White Label

Your prospective ticketholders first interact with the white label subdomain on your branded "What's on" page.

We'll work with you to create bespoke solutions for your website to suit your needs creating a branded streamlined customer experience from event information to ticket purchasing.



Level 2 Event Detail & Purchasing

Your prospective ticketholders first interact with the white label subdomain on your branded event page.

You'll manage your "What's on" page, our team will replicate your brand to create an event detail page with information pulled from Eventfinda, and a seamless ticket purchase process.



Level 3 Purchasing Only

Your prospective ticketholders first interact with the white label subdomain once they click to buy tickets.

You'll manage your own "What's on" and event detail pages. Our team will replicate your brand to create a seamless ticket purchase experience for your customers.

Keeping your brand front and centre

You've worked hard to design and maintain the perfect brand, so we understand how important it is to you and your customers.

With Eventfinda's White Label, you'll be reinforcing your brand at every touchpoint. From event information to ticket sales and email communication, it'll all represent your brand perfectly.



How do the Eventfinda experts work with you?

The Eventfinda team will work with you to create bespoke solutions to suit your needs.

A dedicated team will replicate your brand's website along with providing all the benefits of your very own ticketing system. Let Eventfinda's technology ensure a seamless ticketing and communication process for your customers.

Find out more about White Label Ticketing from Eventfinda

SEND ENQUIRY

ABOUT | ADVERTISING | FAQs

GET SUPPORT | GET IN TOUCH

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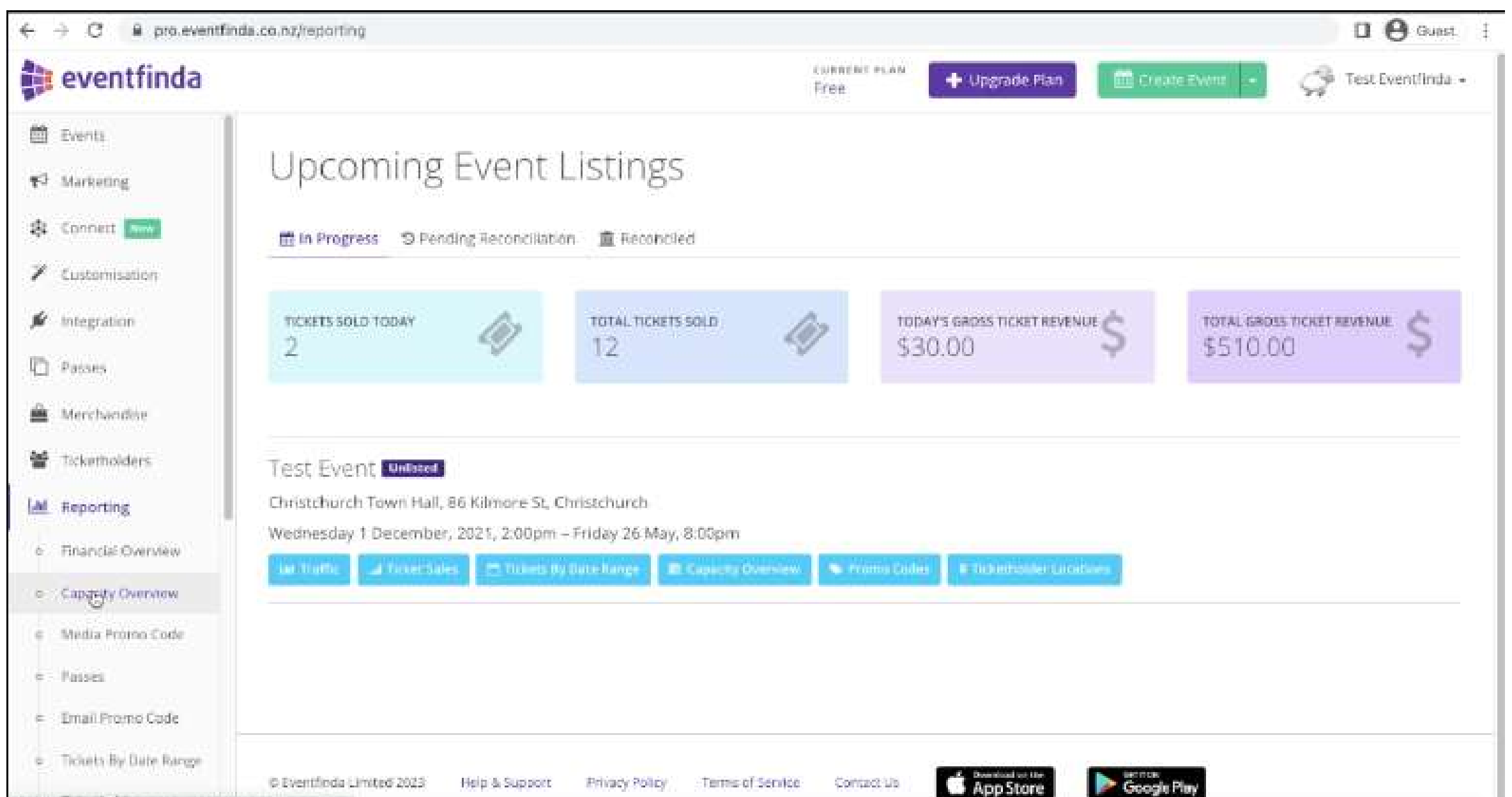
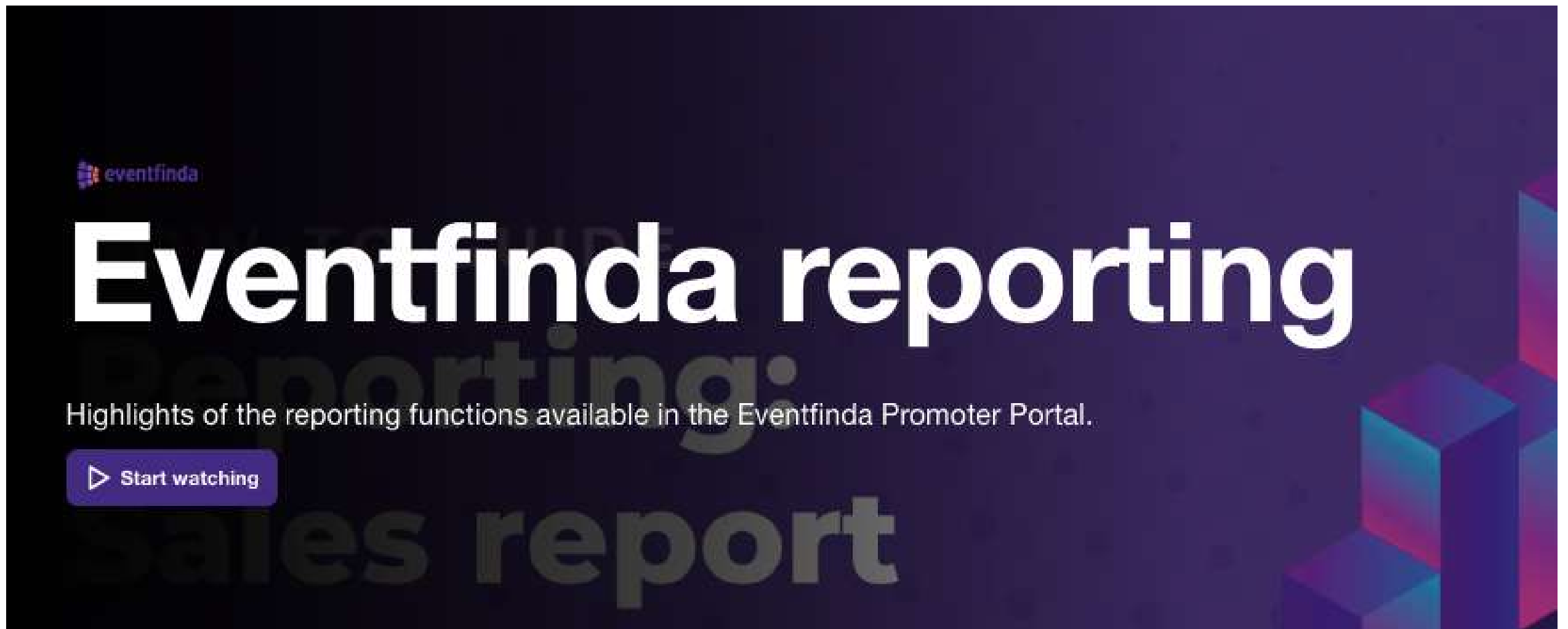
View page- <https://www.eventfinda.co.nz/ticketing/features/white-label-ticketing/>

PRODUCT EXPLAINER VIDEO



View video - <https://vimeo.com/555954157>

PRODUCT HOW-TO VIDEOS



View video - <https://vimeo.com/showcase/10430255>

CLIENT TESTIMONIAL VIDEO 1



[View video - https://vimeo.com/801734987](https://vimeo.com/801734987)


CLIENT TESTIMONIAL VIDEO 2




[View video - https://vimeo.com/837412826](https://vimeo.com/837412826)

CAMPAIGN USER INCENTIVE – WEBPAGE

Looking to buy tickets? Visit the [Eventfinda website here.](#) X

 [FEATURES](#) [YOUR EVENT](#) [PRICING](#) [CASE STUDIES](#) [RESOURCES](#) [START SELLING](#) [LOG IN](#)



Ticket your event with Eventfinda

[START SELLING TICKETS](#)

WIN \$3000 EVENTFINDA ADVERTISING PACKAGE

WIN A \$3,000 Advertising Package THIS APRIL

List to sell tickets with Eventfinda this April for a chance to win a bespoke \$3,000 advertising package

[TICKET YOUR EVENT](#)

Why ticket with us?

- **1.3 million+** active monthly website visitors
- **530k** entertainment newsletter subscribers
- **60+** ticketing agencies throughout New Zealand
- **Transparent pricing**, charity/nonprofit discounts and donation options
- **New Zealand** owned and operated
- **Events syndicated** to Stuff.co.nz and local council and regional tourism what's on pages

Who is eligible?

To be eligible, all you need to do is list a new Eventfinda ticketed event in the Eventfinda Promoter Portal during the month of April (1/04/2023 – 30/04/2023) and you're in the draw.

What's the prize?

A **\$3,000 advertising package** to use on any event you're ticketing with Eventfinda over the next 12 months including:

- Your event will be featured in our nationwide newsletter sent to over **500k event-loving subscribers**
- We'll create a bespoke display/mobile advertising package on [eventfinda.co.nz](#) to suit your event

Terms and conditions

- Your event listing must be selling tickets via Eventfinda
- The draw is open to self-service clients and non-contracted clients only
- Your New Zealand based event has to have been initially published through the Eventfinda Promoter Portal from 1/04/2023 – 30/04/2023 but the event date can be outside of this timeframe
- The winner will be chosen at random on 01/05/2023 and contacted by phone
- You must claim your prize by emailing advertising@eventfinda.co.nz no later than 31 January 2024 to let the Eventfinda advertising team know which of your events published on Eventfinda you would like promoted, and the promotional campaign must conclude no later than 31 March 2023
- The Eventfinda ticketed event you wish to use the prize for must be New Zealand based
- This prize is not transferable to any other persons or available as cash
- This promotion is in no way sponsored, endorsed, administered by, or associated with Facebook/Instagram/Meta

[VIEW OUR PRICING](#)

[ABOUT](#) [ADVERTISING](#) [FAQS](#)

[GET SUPPORT](#) [GET IN TOUCH](#)

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CAMPAIGN USER INCENTIVE – IN PORTAL PROMPTS

- Events
- Events In Progress
- Events Pending Reconciliation
- Reconciled Events
- Past Events
- Comp Tickets
- Promo Codes
- Order Physical Tickets
- Marketing
- Connect New
- Customisation
- Integration
- Passes

Win a \$3,000 advertising package this April

Ticket your event with Eventfinda this April to go into the Eventfinda Easter Egg draw

[Learn More](#) [Sell Tickets](#)

Ticketed Events [Ticketholders](#)

[Take Full Tour](#)

Events Dashboard

Search for an Event

[Published Events](#) [Draft Events](#) [Events Pending Approval](#) [Approval Withheld](#)

TICKETS SOLD TODAY 0	TOTAL TICKETS SOLD 10	TODAY'S GROSS TICKET REVENUE \$0.00	TOTAL GROSS TICKET REVENUE \$480.00
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- Events
- Events In Progress
- Events Pending Reconciliation
- Reconciled Events
- Past Events
- Comp Tickets
- Promo Codes
- Order Physical Tickets
- Marketing
- Connect New
- Customisation
- Integration
- Passes
- Merchandise

Win a \$3,000 advertising package this April

Ticket your event with Eventfinda this April to go into the Eventfinda Easter Egg draw

- ✓ Ticket and market your event with our streamlined platform
- ✓ Transparent pricing and flexible fee structures
- ✓ Real-time and exportable reporting options
- ✓ Specialist event management and tech support teams

* Terms & conditions apply

[Learn More](#) [View Pricing](#)

What type of event are you running?

Input field for event type

CAMPAIGN USER INCENTIVE – EDM



We wish you a very happy and event-filled Easter.

This year, we're offering an extra treat to thank you for choosing us as your ticketing partner.

Sell tickets with Eventfinda this April and you'll go into the draw to win a \$3,000 advertising package (**T&Cs apply**).

Why ticket with us?

- **1.3 million+** active monthly website visitors
- **530k** entertainment newsletter subscribers
- **60+** ticketing agencies throughout New Zealand
- **Transparent pricing**, charity/nonprofit discounts and donation options
- **New Zealand** owned and operated
- **Event information syndicated** to [Stuff.co.nz](#) and local council and regional tourism what's on pages

[Start selling tickets](#)

Sell tickets with Eventfinda for a chance to win

You could win a **\$3,000 advertising package** to use on any event you're ticketing with Eventfinda over the next 12 months, including:

- Your event will be featured in our nationwide newsletter sent to **530k event-loving subscribers**
- We'll create a bespoke display/mobile advertising package on [eventfinda.co.nz](#) to suit your event

[Create event listing](#)

Tribute show tours NZ with Eventfinda



"Overall, Eventfinda is very easy to use and I can always see where we're at money-wise."

Andrea, Landslide
Fleetwood Mac & Stevie Nicks Tribute Show

[Read case study](#)

Where can I get support?

Our team will be away during the Easter public holidays and back in the office on Tuesday, April 11. See below for answers to some common questions:

[How do I edit my event capacity and off-sale time?](#)

[How do I set up and send Ticketholder Communications?](#)

Have a different question about any of Eventfinda's features? Read our [how-to guides](#) for more information or get in touch with our support team at support@eventfinda.co.nz.

[Contact support](#)



Having trouble reading this newsletter? [View this email in your browser.](#)

This email was sent to <<Email Address>>. You can [update your preferences](#) or [unsubscribe](#).

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CAMPAIGN USER INCENTIVE – IMAGES FOR ADS



* Terms & conditions apply



CAMPAIGN USER INCENTIVE – SOCIAL MEDIA

Eventfinda
794 followers
3w · Edited · 🌐

Ticket your event with us this April and go into the draw to win a \$3,000 advertising package (t&cs apply).

Why Eventfinda?


- 1.3 million+ active monthly visitors
- 530k entertainment fans subscribed to our newsletter
- Transparent pricing
- Charity/nonprofit discount and donation options
- New Zealand owned and operated
- Your event information syndicated to [Stuff.co.nz](https://www.stuff.co.nz) and local council and regional tourism organisations' what's on pages

Sell tickets with Eventfinda for a chance to win:

- 🏆 A \$3,000 advertising package to use on any event you're ticketing with Eventfinda over the next 12 months including:
- 🏆 Your event featured in our nationwide newsletter sent to 530k event-loving subscribers
- 🏆 We'll create a bespoke display/mobile advertising package on [eventfinda.co.nz](https://www.eventfinda.co.nz) to suit your event

Terms and conditions 📄 <https://lnkd.in/gDZSgAf3>

#advertising #event #entertainment #eastergiveaway #newzealand #nzevents #eventsindustry #ticketing #ticketingsoftware #ticketingplatform #ticketingsystem



WIN A
\$3,000 Advertising Package
THIS APRIL

* Terms & conditions apply

Win a \$3,000 Eventfinda advertising package – Eventfinda – Event Ticketing & Marketing
eventfinda.co.nz · 1 min read

Eventfinda NZ
April 5 at 5:00 PM · 🌐

🎁 Easter giveaway! 🥰

We're offering an extra treat for all our brilliant event organisers to say a big Easter thank you for choosing us as your ticketing partner.

Sell tickets with Eventfinda this April and you'll go into the draw to win a \$3,000 advertising package (T&Cs apply).

📌 Why ticket with us? 📌

- 1.3 million+ active monthly website visitors
- 530k entertainment newsletter subscribers
- 60+ ticketing agencies throughout New Zealand
- New Zealand owned and operated
- Transparent pricing, charity/nonprofit discounts and donation options
- Event information syndicated to [Stuff.co.nz](https://www.stuff.co.nz) and local council and regional tourism what's on pages

This promotion is in no way sponsored, endorsed, administered by, or associated with Facebook/Instagram/Meta.

For more info and the full t&cs visit our website <https://www.eventfinda.co.nz/tic.../win-advertising-package/>



eventfinda

WIN A
\$3,000 Advertising Package
THIS APRIL

* Terms & conditions apply

eventfindanz · Follow

eventfindanz 🎁 Easter giveaway! 🥰

We're offering an extra treat for all our brilliant event organisers to say a big Easter thank you for choosing us as your ticketing partner.

Sell tickets with Eventfinda this April and you'll go into the draw to win a \$3,000 advertising package (T&Cs apply).

📌 Why ticket with us? 📌

- 1.3 million+ active monthly website visitors
- 530k entertainment newsletter subscribers
- 60+ ticketing agencies throughout New Zealand

👍 Liked by [ingridkuwnz](#) and others

APRIL 5

PRODUCT SHEET



Ticketholder Communications

Keeping audiences in the know

Summary

It's now easier than ever to keep your audience informed. Ticketholder Communications allows you to easily create email campaigns for your event's ticketholders from within the Eventfinda portal. At Eventfinda, we utilise our technical email infrastructure to send millions of emails a year. Now, we're providing you with the same capability. Our email systems are robust, reliable and ready to go.

What does it do?

- ▶ An effortless email campaign creation tool with the convenience of staying in Eventfinda
- ▶ You have all your customer data at your fingertips already, no other tools needed
- ▶ All the most-used functionality available from third-party email marketing providers

When would I use it?

- ▶ Anyone ticketing their event with Eventfinda can use Ticketholder Communications
- ▶ Email to inform your audience of event details or venue information
- ▶ Email post-event for customer surveys, or to cross-promote other or future events

How do I use it?

As an Eventfinda Ticketing client, you will automatically have access to Ticketholder Communications.

Five steps to better Ticketholder Communications



STEP 1

Click Marketing > Ticketholder Communications



STEP 2

Click Create Campaign – build your fully customisable email



STEP 3

Craft your message and upload images or branding of your choice



STEP 4

Send immediately or schedule to send your email at a later date



STEP 5

View real-time reporting stats like deliverability, open rate & click rate

CASE STUDY

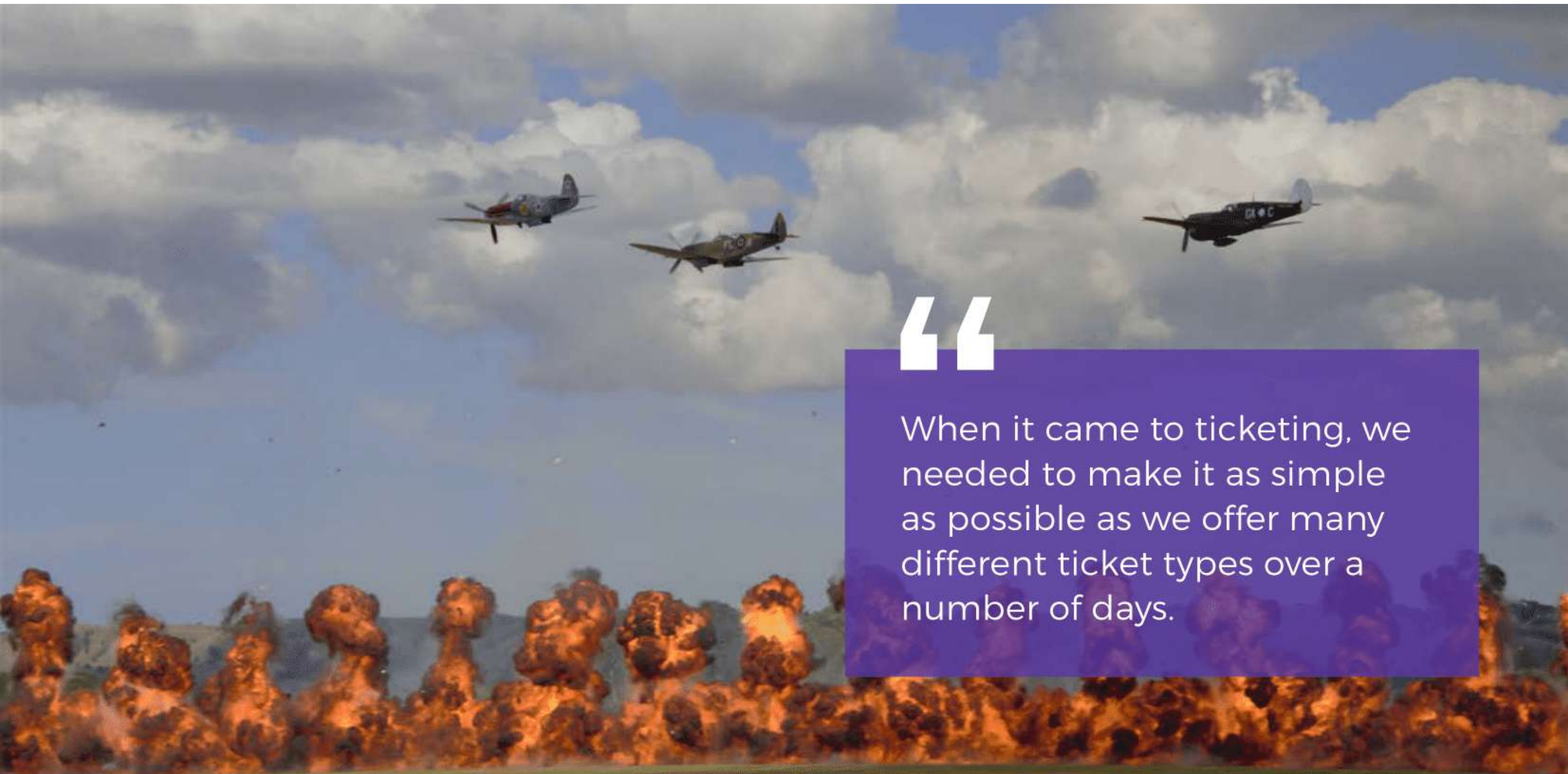


WINGS OVER *Air Festival*
WAIRARAPA
Hood Aerodrome, Masterton

CLIENT CASE STUDY

Wings Over Wairarapa Air Festival

How reputation and relationships built a
trusted ticketing partnership



When it came to ticketing, we needed to make it as simple as possible as we offer many different ticket types over a number of days.

Summary

The Wings Over Wairarapa Air Festival partnered with Eventfinda in 2021 to provide pre-sale planning, ticketing services, on-site support and post-event management. This is a large-scale event with many complexities but when the event's final day was cancelled mid-way through the festival due to a Covid-19 outbreak, the Eventfinda team took the lead to ensure the client and event attendees received the best outcome and service possible.

Eventfinda's flexibility in both its staffing and platform capabilities enabled a smooth ticketing experience for attendees of the event and facilitated a simple and efficient refund or ticket reallocation process.

The key outcomes achieved for the client were:

1. New ticketing software onboarded with custom requirements for a complex ticketing setup
2. On-site box office support during the event resulting in much-improved gate management
3. Financial reconciliation for the unforeseen event of partial cancellation and ongoing support

Ticket sales: 17,066 total tickets sold

Add a subheading

About Wings Over Wairarapa

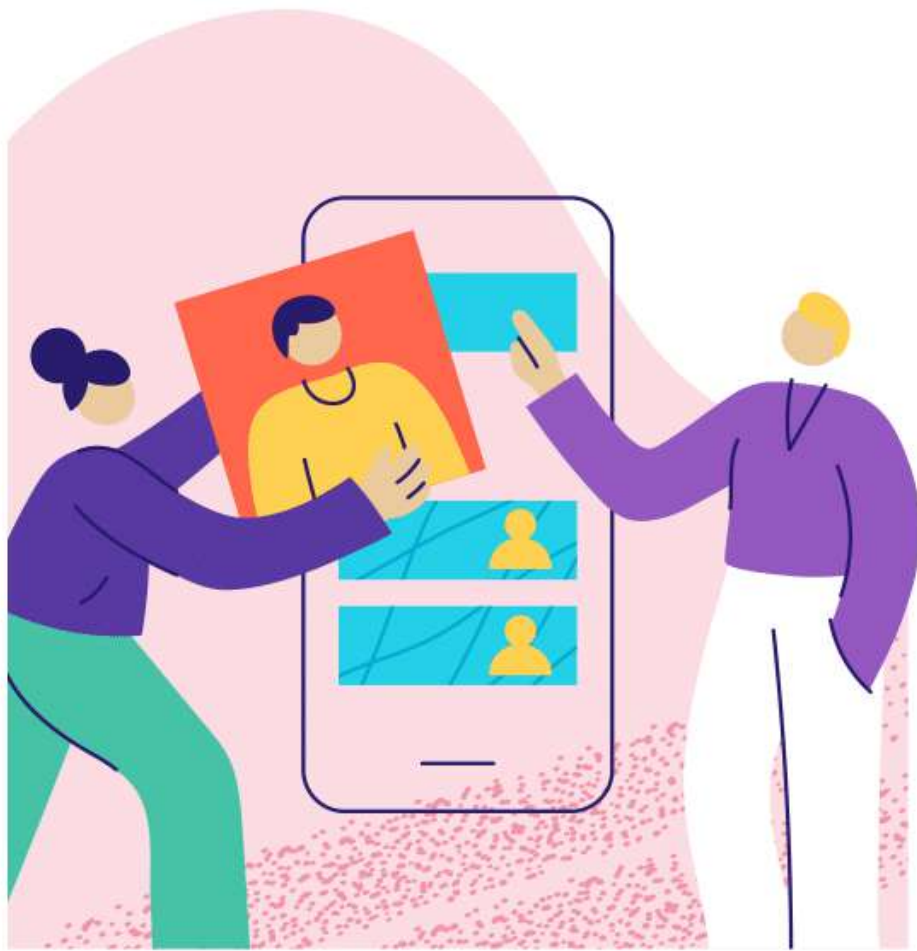
Wings Over Wairarapa Air Festival is a three-day event of aerial action that typically attracts over 25,000 attendees. Spectators have the chance to see over 70 aircraft including vintage and military planes, jets and helicopters, as well as aerobatic displays and skydiving. It's a large family-friendly event with as many activities and displays on the ground as there are in the air.

The event is run by the Wings Over Wairarapa Community Trust, a charity that delivers this popular festival every two years with the help of a team of around 400 including defence force personnel, volunteers, contractors and pilots.

A photograph of a large crowd at a night event, with a stage and bright spotlights in the background. The crowd is seen from behind, looking towards the stage. The stage is lit with blue and red lights, and a person is visible on stage. A large screen is also visible on the stage.

Venue Marketing Guide

The following information will help you form your marketing strategy. This will guide your activities, define who you're talking to, and how, when and where to communicate with them.



Know your audience. Do you know what your ideal customer looks like?

Create simple audience personas – semi-fictional representations of your venue patrons – by looking at your audience demographics:

- ▶ Age / location / income
- ▶ Interests / previous events purchased / how often
- ▶ Marketing channel preference: social media / email
- ▶ Use MHM's Culture Segments tool to better understand and engage with your audiences and visitors



Identifying your Unique Selling Point (USP) and Creating Loyalty

Your USP should be central to your messaging e.g. "Auckland's only dedicated comedy club". Tell your audience what makes you special and promote a sense of loyalty or even "fandom" to your brand – "We're dedicated to bringing you the best comedy shows in New Zealand". Being consistent will create trust in the quality of your events – even if the genres vary. Great offers, surprise and delight rewards, and consistently delivering what your audience wants will create a dedicated loyal fanbase.



Set your goals and measure success

Ensure you stay focused by writing at least three goals you want to achieve. Make your goals SMART:

- ▶ Specific – Increase comedy event revenue
- ▶ Measurable – by 15%
- ▶ Achievable – Is this realistic?
- ▶ Relevant – can you host comedy events?
- ▶ Timely – within six months

LANDING PAGE



FEATURES ▾

YOUR EVENT ▾

PRICING

RESOURCES

START SELLING

LOG IN

Increase Revenue & Build Loyalty with our Venue Marketing Guide

Stand out from the crowd. This Venue Marketing Guide and template will help you:

- Identify your **target audience**
- Incorporate your **Unique Selling Point (USP)**
- Set **goals** and measure success
- Utilise **email** to better engage and communicate with your audience
- Optimise your **website** to drive sales
- Use **social media** to market your venue and events
- Plan and allocating your marketing **budget**
- Work with your ticketing provider to **increase revenue**



Enter your details to download the Venue Marketing Guide.

A member of the Eventfinda team may contact you on the details you enter below.

DOWNLOAD

[ABOUT](#) [ADVERTISING](#) [FAQS](#)

[GET SUPPORT](#) [GET IN TOUCH](#)

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EDM - REACTIVE TO WEATHER EVENT



What you need to know to postpone or cancel your event



Has the flooding or extreme weather affected your event?
Do you need support to postpone or cancel your event?
The Eventfinda team is here to help.

Ticketing clients: How to postpone or cancel your event

If your event is postponed or cancelled, you can make this change directly with your Account Manager or by emailing the [ticketing team](#).

We recommend you update your event description with the changes so that anyone looking at your listing sees the correct information.

Please advise our team of the event change and the messaging. We'll reach out to all ticketholders on your behalf to advise of the event status and action ticket refunds if applicable.

Changing event location

In order to change the location of your event, please get in touch with us by emailing the [ticketing team](#).

What happens next?

- **If the event is cancelled**, we'll mark it as such, notify ticketholders and process their refunds
- **If the event is postponed** with a confirmed date, we'll change the date and notify ticketholders — their tickets remain valid for the new date and if they cannot attend the new date we'll issue a refund
- **If the event is postponed and the new date has not been decided**, we'll add the postponed flag, notify ticketholders and change the date once it has been set

[Contact ticketing team](#)

Event listings: How to postpone or cancel your event

To change an event listing **without ticketing services**, you can change the event status from the Eventfinda Promoter Portal.

- Login to your [Eventfinda Promoter Portal](#) account
- Go to the **Events** tab
- Click **Manage Event**
- Select either **Postpone** or **Cancel**
- Save and continue to push the event change through
- We recommend adding an event status message to the top of your event description, above your original description on the listing
- If your event is cancelled, it will remain on the site as it's important people see it has been cancelled

[Postpone or cancel event](#)

Where can I get support?

Have a question about any of Eventfinda's features or require further support?

Read our [how-to guides](#) or get in touch with our support team at support@eventfinda.co.nz.

[Contact support](#)



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EDM - CUSTOMER BENEFIT



Your listing, multiple websites, thousands of entertainment fans



Do you know why listing with Eventfinda reaches so many New Zealanders?

Do you want to save time and money marketing your event?

Did you know every Eventfinda listing also appears on one of NZ's largest media websites?

Your event information reaches thousands

When you list your event with Eventfinda, not only is it featured on NZ's biggest event discovery website eventfinda.co.nz, but your event information is also syndicated online to reach thousands more entertainment-loving New Zealanders.

[Create event listing](#)

"The system is simple to use and having everything online makes it easy. It's great to have the extra coverage on other sites too. I like that my event pops up on a bunch of different websites to help with marketing."

Jerome, Wellington Comedy – Humorous Arts Trust

[Read case study](#)

Save time and money on marketing

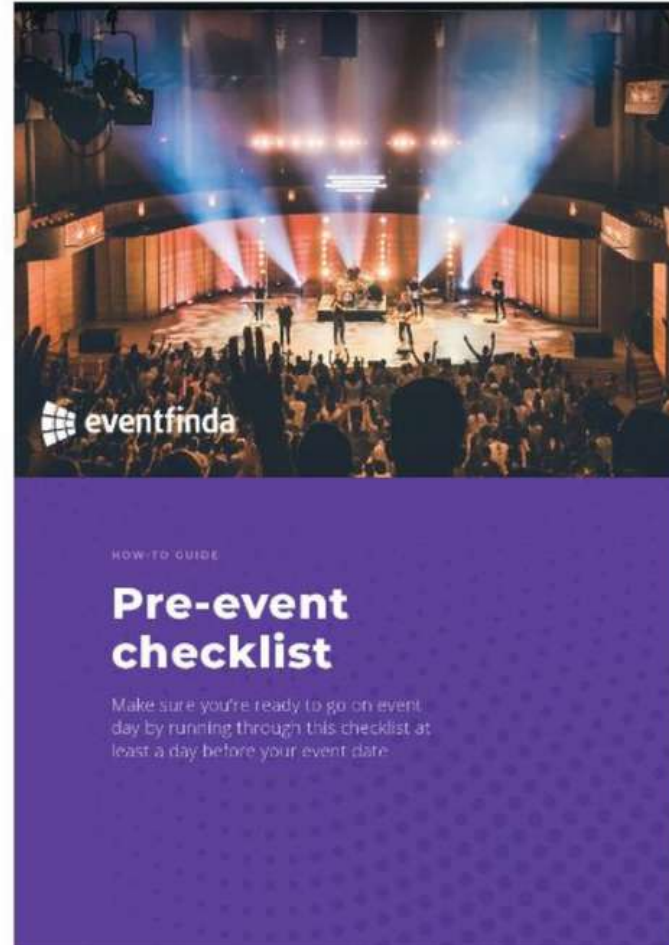
Our content syndication agreements add your event information to one of NZ's most prominent media websites stuff.co.nz, as well as local council and regional tourism organisations' 'what's on' pages.

There's no additional set-up time or cost, simply list your event and we do the rest.

You control all the event information uploaded to Eventfinda, so they'll be no issue with accuracy when it's presented on other websites.

[Create event listing](#)

Get prepped with our free pre-event day checklist



Ensure you're ready for event day by going through this checklist at least a day before your event.

[Download pre-event checklist](#)

Where can I get support?

Have a question about any of Eventfinda's features? Read our [how-to guides](#) or get in touch with our support team at support@eventfinda.co.nz.

[Contact support](#)




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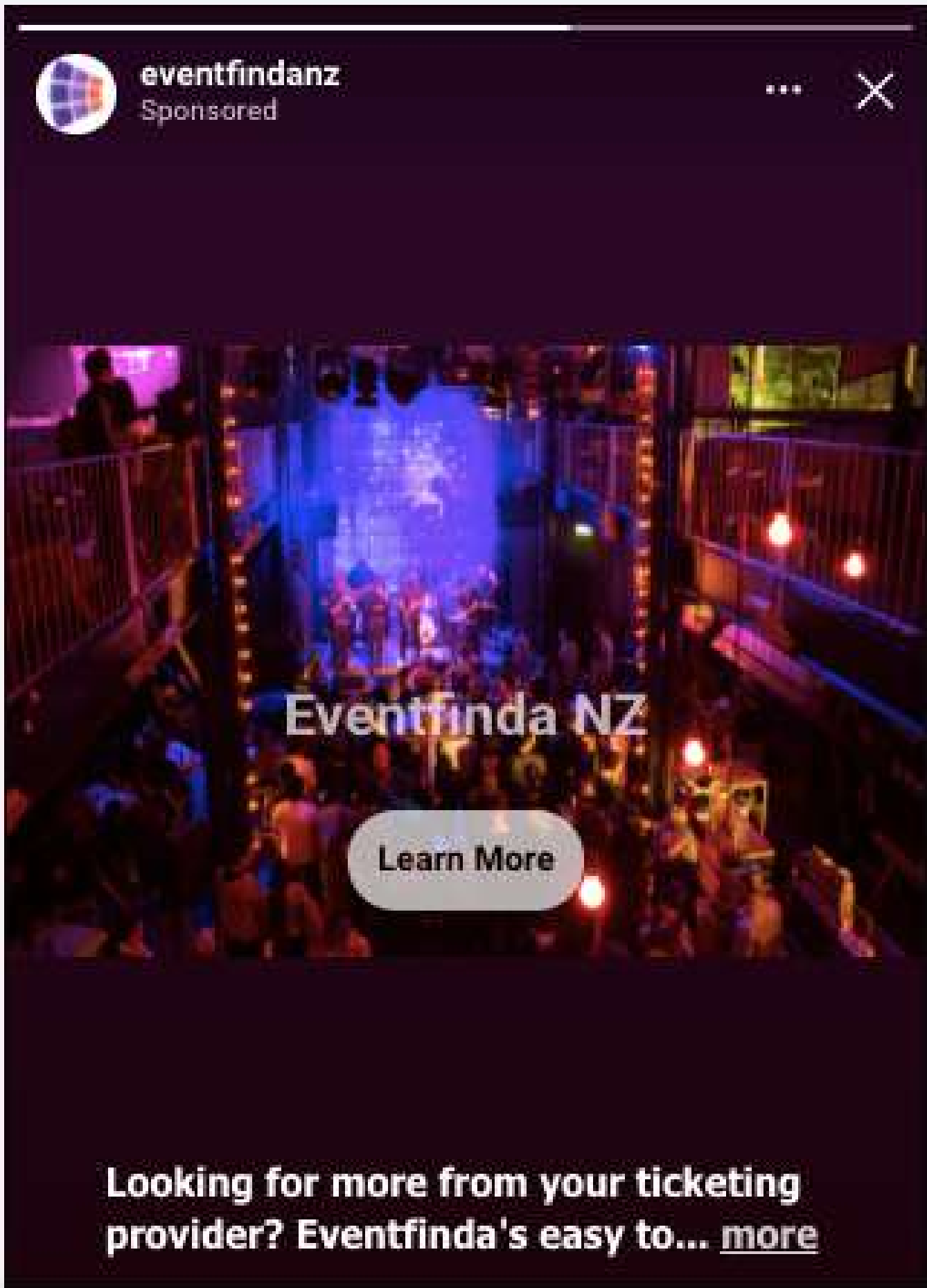
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eventfindanz Learn how to stand out from the crowd with our free Venue Marketing Guide.

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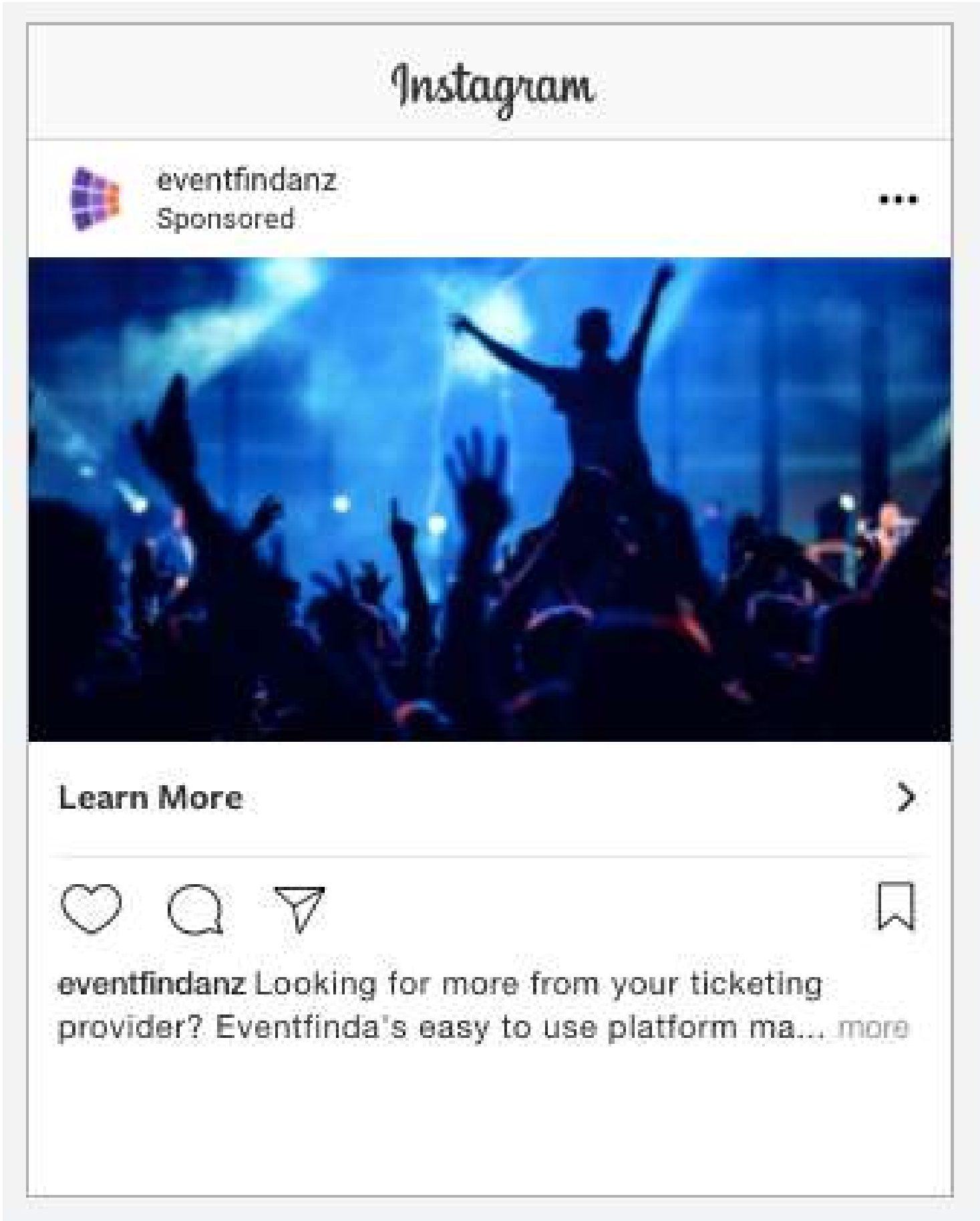
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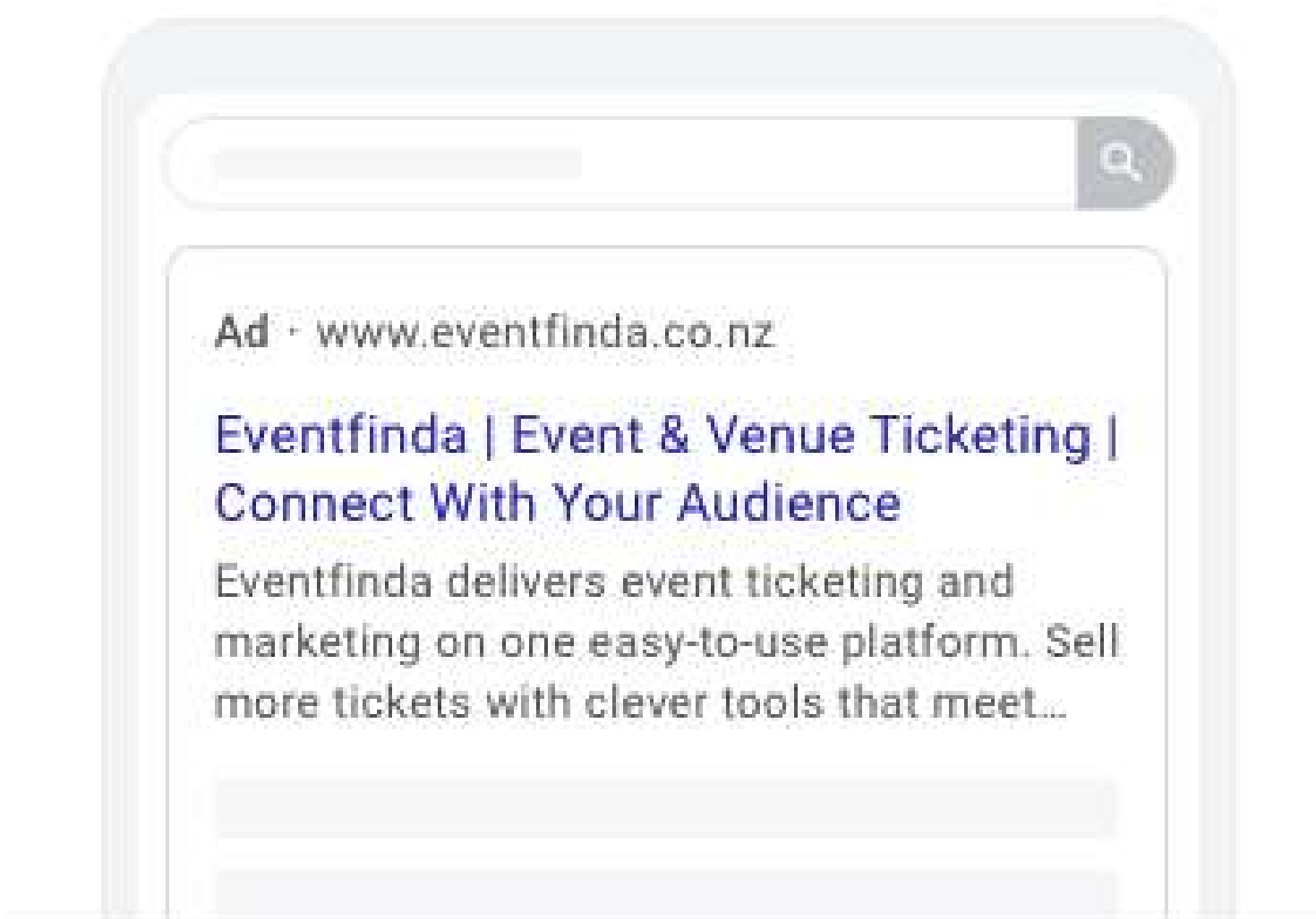
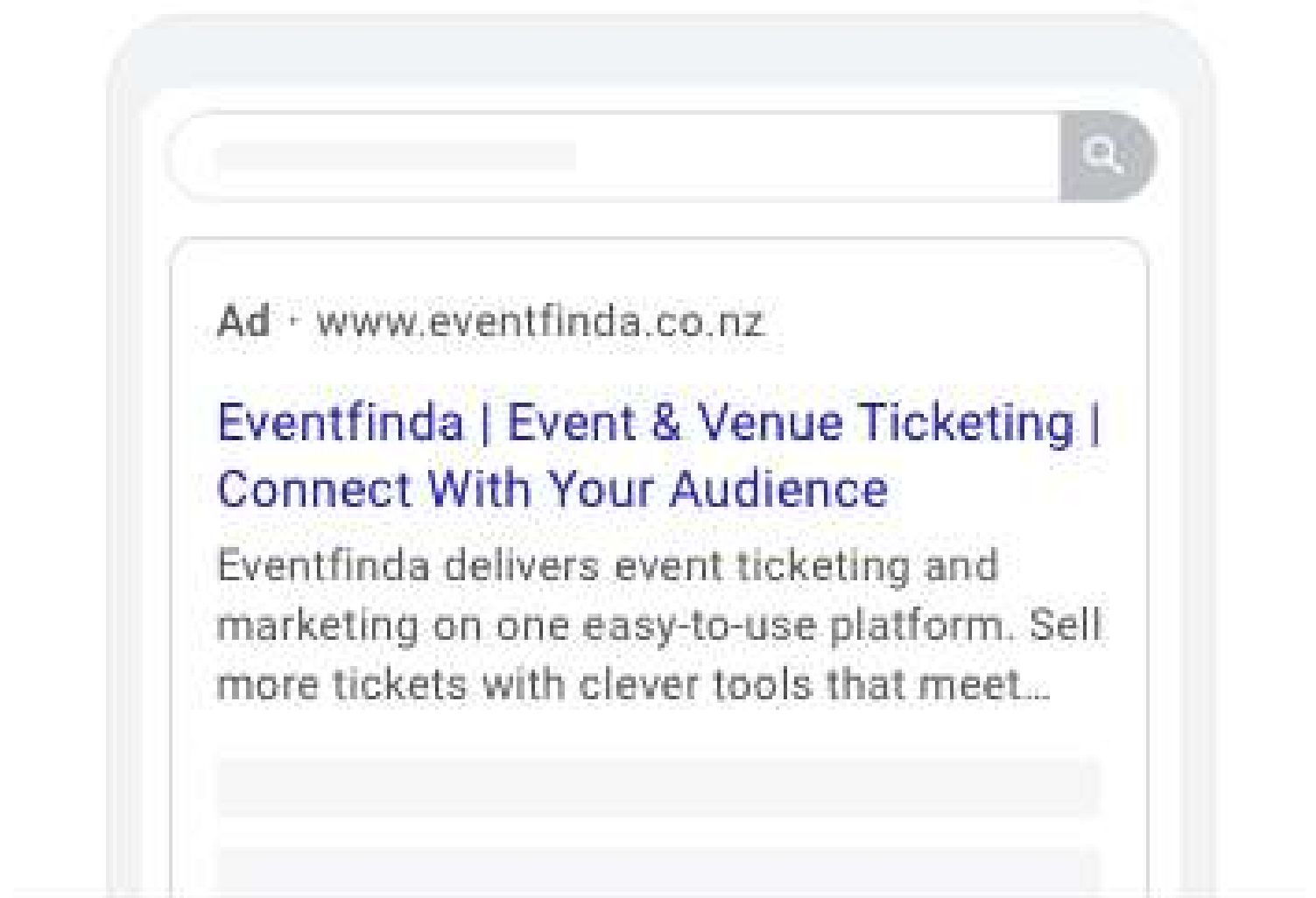
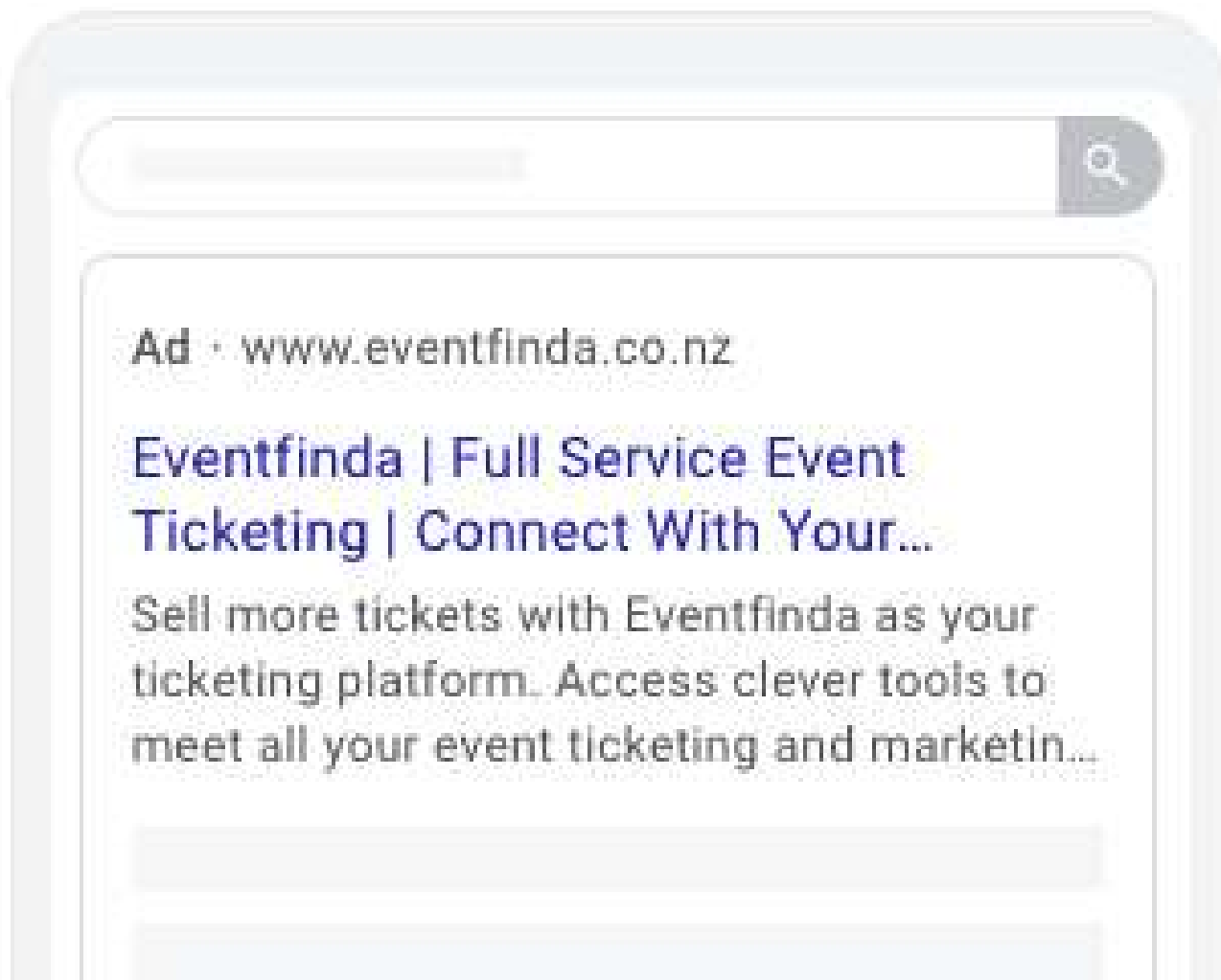


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GOGGLE ADS



CYSTIC FIBROSIS NEW ZEALAND

My role - Ongoing copywriter

- Online articles
- Newsletter articles



Charlotte's Triple Peaks Trail

[Tweet](#) [Share](#)

7 April 2021

Charlotte and Aiden met at a friend's 21st birthday party seven years ago. Aiden has cystic fibrosis (CF) but he hasn't ever let it limit his life. He describes his treatments as, "business as usual", is positive and upbeat, and very practical about his routine and how CF has impacted him, "It's hard to say how onerous it is compared to anyone else as I've always lived with it [CF], but I do about 40 mins of treatments in the morning and another 40 mins at night. It can get a bit more time consuming if I have a chest infection - then it's stretching out to about an hour twice a day. But, in general, the impact on my life isn't too much when my health is good."

Like many Kiwis in their twenties, the couple spent two years travelling around the world visiting Southeast Asia, India, the UK, Europe and Australia. Myanmar was their favourite stop, thanks to the fantastic people, food and scenery but they also fell in love with the Lochs and Highlands of Scotland and the laid-back lifestyle of Greece.

Aiden was able to maintain his treatment routine throughout, no matter where they were. Charlotte reminisced with pride, "He did his treatments every day, twice a day. We'd be in a train station with no power and he'd just be sitting in the dark doing his treatments."

CF is just part of our lives

Charlotte knew nothing about CF before she met Aiden but now she understands the everyday challenges that people living with it face, "It feels like normal now and CF is just part of our lives. His routine is ingrained in me, so much so, that if I am away without Aiden, when it gets to about 5 pm I feel like I've forgotten something as it's the time he would usually be doing his treatments at home" she said.

Over the years Aiden's been in good health but has recently had a few stints in hospital due to Pseudomonas bacterial infections. For people living with CF, once Pseudomonas is established, it becomes very difficult to get rid of and it can become antibiotic-resistant.

Trikafta offering a future

Charlotte became aware of the drug Trikafta a few years ago and thought, "ok, great that'll be there for Aiden later down the line", but as the last few years have shown, his health can become vulnerable pretty quickly so she became increasingly frustrated at the existence of such a life-changing drug not being available for people with CF in New Zealand. She says, "Aiden has always been so healthy, but it's been hard to watch over the last year as he's dealt with these infections."

As a couple, they discussed different approaches to raise awareness and encourage people to sign the petition to get Trikafta funded in NZ. Then, inspired by the triple therapy drug, Charlotte decided to embark on a 'Triple Peak Trail' during the month of March 2021, "I wanted to do something to try and help as I was frustrated by sitting around waiting. I was thinking for a while 'what I could do?' When I thought about climbing it seemed to fit - the lack of oxygen at high altitude linking to symptoms of CF - plus the triple peaks matched with the Trikafta name and triple therapy. I wanted people to know that it is a harder journey for people with cystic fibrosis and that there is this drug out there, and we really need to get it here to save people's lives so we can have a future and Aiden can be healthy."

How high?

Charlotte's Triple Peak Trail for Trikafta involved her walking a massive 22,002m elevation - the total height of the three highest peaks of the **7 Summits Challenge** - McKinley-Denali (6190m), Cerro Aconcagua (6962m) and Mount Everest (8850m).

She climbed around 1000m five times a week during March walking locally around Auckland. Week one was during lockdown so she started close to home by walking up Bullock Track in Grey Lynn (she confirmed that 1000m was 27 climbs up and down). To put this in perspective, Charlotte climbed the equivalent of three times the height of the Sky Tower each weekday in March!

Aiden had generally left Charlotte to it but did join her on a few occasions, "I've been a little bit intermittent so if it was a local one I'd generally jump in for 10-15% of it." he joked.

Don't stop me now!

With the hope of Trikafta on the horizon, Aiden says he sees more of a future for himself,

"At the moment I think about things with a short term focus, so I think the biggest change would be not to worry so much about my CF as it's always in the back of my mind."

Charlotte's not done campaigning yet, she's currently looking into what challenge she can take on next and she has no plans on stopping until Trikafta is funded.

To find out more about Charlotte's **Triple Peaks Trail for Trikafta**.

Campaign for Trikafta - kiwis with CF can't wait any longer

Trikafta is a breakthrough treatment widely heralded as having the potential to turn cystic fibrosis from a life-threatening condition to a manageable condition. It's currently not funded in New Zealand. Help us campaign for this treatment - Kiwis with CF simply can't wait any longer.

[Sign the petition](#)

LIFESTYLE

Couple celebrate big, fat, free 'fantastic' wedding

For many young couples, a dream wedding takes years of saving and planning. After gaining 19k votes on Facebook, James Rondell and his wife Alana won theirs through the Marlborough Big Fat Free Wedding competition, and on the first of May 2021 they got married.

A surprise proposal

They met at The Warehouse in Blenheim where they both worked. They'd been dating for two and half years when James decided to surprise Alana with a proposal at her 21st birthday party last December, surrounded by their friends and family. He recalls how he kept it a secret,

"Alana really wanted a pet, but we don't have room in our one bed apartment, so I got her a robot fish for her birthday as a joke. People had thought I'd dropped the ball and got a hard time from her for that. She had no clue what my real present was.

My sister does cake decorating, so I hid the ring on a rose and put it on the cake board so that I could get down on one knee after we presented the cake."

Interfering relatives for the win

They were entered into the Marlborough Big Fat Free Wedding competition thanks to interference from their relatives.

"We didn't know this competition existed, so it was just really great timing. My grandfather had seen the advert and suggested to my mum and aunties that they enter on our behalf. My aunties wrote a few paragraphs about our relationship, my CF and Alana moving away from Christchurch post-earthquake. We had no idea they'd done it and without them interfering we'd still be engaged today."

A few weeks later they were told they were in the top 10. Following an interview with the judging panel, they were delighted to hear that they made the final as one of five couples selected from the 70 plus entrants.

A photo and profile of each finalist were put up on Facebook. To win the big prize, James and Alana needed to get the most likes on their photo. He recalls that "countless hours of sleep were lost" during the two weeks of voting but he needn't have worried.

"Alana went away and learnt as much as possible by researching online so she actually knew a lot about CF before we even started dating."

"It was amazing. We thought we'd get 500 votes at best, but we won with 19k votes. Some of the work that my friends and family did to get the post out there was amazing. I really want to thank the CF community for their support. I asked Sue Lovelock, my CFNZ fieldworker, to see if she could get it onto the CFNZ Facebook page and it went from there. We couldn't have won without that support."

The morning after the voting closed, James and Alana got the good news,

"They messaged us on a Saturday morning to say we'd won, 'Congratulations, you better start shopping and you've got 10 weeks before your wedding!' We'd set a date for early 2023 to get married giving us time to plan and save and now it was only a few weeks away. We were so excited. There were a lot of tears and celebrations that day. Everyone was so happy for us"

Included in the prize were some dance lessons. In preparation for the wedding, they went along expecting a ballroom lesson to prepare for a first dance,

"The lessons were for salsa dancing which was different than we expected but great fun. We couldn't do it as our first dance due to the wedding dress being too big so we did a quick change and did our salsa dance later on in the night."

It was our dream day

When it came to the big day, it couldn't have been better,

"The day was all just perfect. It was our dream wedding. We got almost everything taken care of from the venue, catering, celebrant, photography, haircuts and styling, cake, DJ the whole lot.

One of my favourite memories was looking and seeing my four groomsmen tearing up. These big staunch guys I've known all my life were all moved to tears with happiness for us. I never knew they were such big softies."

As a rock and metal fan, James wanted to make sure he put his stamp on the wedding music too,

“The DJ asked if I had any requests. I asked if she had a tune from Devilskin. Cue me and my mates at the top table headbanging while everyone else stopped dancing. I even saw someone with their fingers in their ears. It was my wedding and my favourite band so I thought let’s go for it. I feel bad for killing the dance floor vibe though,” he joked.

Taking CF in his stride

James’ life with CF has never been a secret. His mum had worked at The Warehouse for 18 years before he started working there so his colleagues were pretty clued up. He’s positive and laid back about it,

“I haven’t had too much grief with it. I’ve stayed relatively healthy throughout my life but my weight was one of my downfalls. When I left high school, I had a PEG tube fitted to help with weight gain. I quickly felt an increase in energy and the more weight I put on the better my lung function got. I had sinus surgery a few years ago too which also improved my lung function as I get fewer infections and colds.”

He generally takes his CF in his stride casually saying, “I have the occasional hospital visit for a two-week tune-up about once a year.”

When it came to his relationship with Alana, she took it upon herself to find out everything she could about CF,

“We were friends at work to start with. I mentioned I’d had CF after I’d coughed a few times. She went away and learnt as much as possible by researching online so she actually knew a lot about it before we even started dating. I’ve always thought there’s no point in hiding it. Awareness is half the battle. People are always surprised when I tell them and say, ‘I had no idea’ and ‘you look normal’. I am just open and honest with people about what I can and can’t do.”

Planning their future

James isn’t usually a thinking ahead kind of guy but now that he’s married he and Alana can plan for the future.

“I’m not a planner and tend to go with what happens and what will be will be. But now, I’m excited to look to the future. We are hoping to move into a bigger place. We want to buy a house and start a family within the next five years.”

As the cherry on top of a perfect wedding, CFNZ corporate supporters Choice Hotels gifted James and Alana a complimentary nights’ stay in Christchurch for their honeymoon. Thanks, Choice!



MOVIO.CO

My role - Digital Marketing Manager

- Webpages copywriting and content/image selection
- Blog
- Social media posts
- Product explainer video - concept, creative direction and script

TESTIMONIALS

MOVIO.CO



Peter Beguely

Helping start-ups achieve better outcomes

March 11, 2018, Peter was senior to Ingrid but didn't manage directly

Ingrid is a loyal and committed team member. Her highly creative and out-of-the-box approach will always yield fantastic outcomes. Ingrid has made an impact here at Movio that will resonate for a long time to come.



Christelle Blanchet-Aïssaoui

Virtual Chief Marketing Officer | SaaS marketing | Head of Marketing at OneRoom

February 15, 2018, Christelle managed Ingrid directly

Ingrid is a skilled and creative digital marketer and copywriter, who can adapt to any tone of voice, form of content and communication support, catering for a wide range of audiences.

I hired Ingrid in April 2014 as Social Media and Content Manager at Movio.

Her passion for the entertainment industry, content marketing, blogging and social media quickly enabled the launch the Movio blog, sustaining the delivery and promotion of a weekly content calendar.

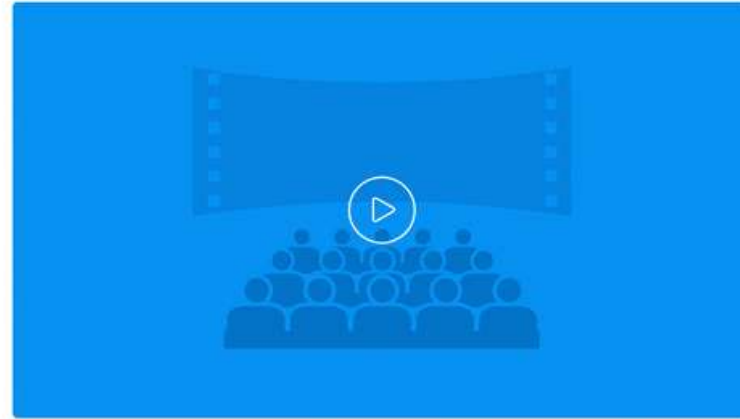
Ingrid was responsible for designing both content and social media strategies, as well as managing the blog and social media channels. Always eager to grow her knowledge, skillset and take on new challenges, she was promoted to Digital Marketing Manager in January 2015, extending her scope of responsibilities to digital marketing strategy, management, migration and localisation of the website and its content, as well as SEO, effectively managing our inbound marketing program.

In my opinion, Ingrid's content marketing skills and creativity were demonstrated at their best with the successfully implementation of Movio's video strategy, and creation and promotion of the associated video content, such as:

- the Movio Cinema and Movio Media explainer videos;
- the #AskMovio thought leadership video series;
- the #MeetMovio video series, the cornerstone of Movio's employment branding strategy.

Ingrid's talent as a digital and content marketer made her a valuable member of our team. You'll be lucky to have such a creative sidekick working for your organisation. [See less](#)

PRODUCT PAGE



Designed for movie marketers

Movio Cinema offers a comprehensive film-centric solution with Movio Analytics and Movio Campaign integrated modules. You can now tailor Movio Cinema to your needs with extension Modules to scale up with your loyalty program requirements

BENEFITS

Analyse and Segment



By combining Big Data with Customer Intelligence, Movio Analytics will help you cast your audience – so you know who you're talking to and what pushes their buttons. Data is fed into Movio Analytics from multiple sources, which you can profile, sort and combine using over 120 film centric filters to create literally millions of unique target audiences.

Maximise ROI

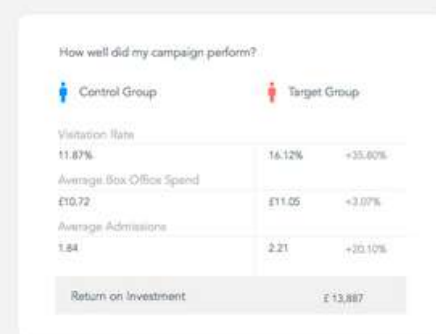
Movio Cinema measures all transactions post-campaign – so you know exactly how effective each campaign is in dollar terms, in real-time, by comparing the performance of targeted audiences to the control group. Movio Campaign reporting also includes all industry standard email and SMS delivery metrics, including clicks, links, open rates and deliverability.

[Learn More](#)

Master Campaign Management



Movio Campaign's intuitive user interface and editing suite allows a non-technical marketer to design and execute a highly targeted campaign in less than 15 minutes, via HTML email, mobile or social media. Also, Movio Campaign will randomly remove a statistically significant control group from the target audience of your campaign.



Movio's statement on the [safe harbour](#) framework.

EXTENSION MODULES



CONFIDENTLY TARGET YOUR AUDIENCE

Use Movio Cinema's most advanced audience segmentation tool to effortlessly identify and target the perfect audience using Movio's proprietary Similarity Algorithm.

[Download Movie Insights Overview](#)

Discover the power of Movie Insights

[Read more](#)



Compliant with the most rigorous legislation requirements, the SMS Connect extension module gives you the ability to deliver highly targeted SMS messages in minutes, and track redemption and performance for every campaign.

[Download SMS Connect Overview](#)



With the Social Connect extension module, interactions with your social media channels flow into Movio Cinema and enable further segmentation and targeting. This expands insights by providing a single view of your customers across channels.

[Download Social Connect Overview](#)

CUSTOMER TESTIMONIALS

"Put simply, Movio ensures our offers match the interests of our guests creating a better movie-going experience"

Roland Rodriguez
CEO at Marcus Theatres

"We're not sending more e-mails, but rather running smarter and more effective campaigns."

Jim Partington
Director, Loyalty and Digital Marketing at Cineplex

"Movio Cinema creates an ecosystem that will leverage a real-time, single customer view from multiple sources."

Dominic Rowell
Commercial Director at Vue

"This partnership gives us the ability to connect guests with the information and promotions they are most likely to love."

Stephen Colanero
Chief Marketing Officer at AMC

Leading cinema exhibitors use [Movio Cinema](#)



FROM OUR BLOG



Speed And Accuracy: Peter Beguely And Dr Bryan Smith Discuss The Power Of Movie Insights

We sat down with Movio's CPD, Peter Beguely, and Chief Data Scientist, Dr Bryan Smith, to find out about Movio's latest module, Movie Insights.

[Read on](#)

CAREERS

PAGE

SHAPING THE FUTURE OF MOVIE MARKETING



Over 38 million moviegoers

Movio is the global leader in marketing data analytics and campaign management software working with leading cinema exhibitors, film distributors and studios.

Movio's mission is to revolutionize the way the film industry interacts with viewers, increase box office revenue and improve the quality of content produced. Through our innovative cloud-based solutions we provide a greater understanding of what drives consumer behavior, and a highly targeted channel to market.

Our products maintain real-time, authoritative data on the loyalty activity and transactions for many of the world's biggest cinema chains, capturing the behavior of over 38 million moviegoers.

Movio is a company of [Vista Group International Ltd \(NZX/ASX:VGL\)](#), which brings a comprehensive film industry software offering, covering cinema management software, box office data analytics, and film distribution software.

MOVIO ORIGINS

From garage to global

The origins story of Movio goes back further than its founding in 2010. Will Palmer and Peter Beguely met in 2006 and established a loyalty and CRM solution, originally designed for Berkeley Cinemas in Auckland. The key premise was to analyze transactional data from the loyalty program to create highly targeted and relevant email and SMS marketing campaigns for their loyalty members.

Peter and Will soon realized that they had cracked the formula to increasing cinema attendance. This experience highlighted the need to empower exhibitors to understand and engage with moviegoers via technology that was made specifically with their industry in mind. Movio was formed on the basis of this shared passion for technology, marketing, and of course a love of film.

OUR OFFERING

MOVIO CINEMA

Our flagship product, Movio Cinema, makes it faster and cost-efficient for exhibitors to analyze their data and execute personalized campaigns to their customers. Movio's market share in North America now tops over 55% of screens of the Large Cinema Circuit (cinemas over 20 screens).

MOVIO MEDIA

Movio's latest development, Movio Media, aggregates data across a region to provide film distributors and studios comprehensive market data, crucial audience insights and innovative campaign solutions.

MOVIO EXPERTS

Our Movio Experts offer strategic services to the cinema industry and Movio customers, to evolve and help shape profitable cinema loyalty programs. The Movio Experts team comes with extensive experience working within leading cinema exhibitors marketing teams and cinema loyalty.

OUR LEADERSHIP



William Palmer
Chief Executive
Co-founder

Under his leadership, Movio has consistently doubled its revenue since its inception in 2010. A devout film-lover, Palmer has a grand vision for Movio 'to revolutionize the way the film industry interacts with moviegoers.'



Peter Beguely
Chief Product Officer
Co-founder

Peter oversees the whole of Movio's products and services offering. Prior to co-founding Movio, Peter was involved with other well-known New Zealand technology startups.



Craig Jones
Chief Commercial Officer

Craig leads Movio's global business strategy for Movio Media. He has over 14 years' experience in the technology industry, and has held a series of senior national and global sales, and executive leadership roles for a global telecommunications company.



Christelle Blanchet-Aissaoui
Head of Marketing

Christelle has over 15 years experience in marketing global brands for software corporates. At Movio, she drives the marketing strategy, establishing the business as a market leader in key territories.



Sarah Lewthwaite
Managing Director &
Senior Vice President,
EMEA

Sarah oversees operations in the EMEA territory, leads business development and provides strategic services to global exhibitors. She brings with her over 15 years of cinema and loyalty experience and was formerly Vice President of Marketing at Cineplex Entertainment in Canada.



Matthew Liebmann
Senior Vice President,
the Americas

Matthew oversees operations in the Americas and provides strategic services and loyalty program design assistance to global exhibitors. He has 20 years' experience in entertainment and media organizations, most recently as Chief Operating Officer of Hoyts Cinemas.

FROM OUR BLOG



New AARP Study Reveals Moviegoers 50 And Older Make Up One Third Of All Theatre Seats In The US

AARP publish findings of a study examining the impact moviegoers ages 50 and older have on the movie business.

[Read on](#)



5 tips for successful subject lines

Published on September 2, 2016 | [Edit article](#) | [View stats](#)



Ingrid Grenar
Creative Sidekick | Content Marketing Specialist | Podcast at whattheef.com |
Editor at keepingupwithnz.com

9 articles

This post was first published on the [Movio blog](#). I hope you find it useful :)

Movio Cinema has sent over 1 billion emails in the last year, so we like to think that we know a thing or two about email best practice.

In fact, we recently published a handy ebook on this subject '[10 Tips to become The Godfather of Email](#)' giving a full overview of email best practice. However, there's one particular topic I wanted to shine the spotlight on, and that's email subject lines.

Don't fall at the first hurdle

Your email subject line is the first opportunity you get to grab your audience's attention. Therefore always pay close scrutiny to how you craft and report on the success of your subject lines. We all know that first impressions count and in loyalty marketing you need to ensure you keep your subscribers happy and engaged.

Remember that you're competing with many others in their inbox, so it's key to stand out and become a trusted source that the recipient is happy to hear from. You want to ensure your audience doesn't delete your message without even taking a look. If people regularly engage with your emails you'll avoid landing in the dreaded spam folder. We covered the issue of email deliverability in our blog '[3 keys to email deliverability success](#)' where you can find tips to make sure you don't miss out on those precious clicks.

Boost your open rate

There are a few different strategies you can apply to your subject line to improve its open rate. Writing a good subject line is a process of trial and error and you'll need to find what's good for your audience, however, following these tips will help ensure you are using best practices to ensure the best results:

1. Roll up! Roll up! Create that email 'headline'

Remember that the subject line is your email 'headline', but unlike a newspaper headline you want your audience to take action and participate when engaging with it. It needs to both pique interest and ensure that much wanted email open click. For example:

- Use a question to entice them to click – 'Have you met our latest superheroes?'
- Create urgency – 'Last chance to see Finding Dory this weekend.'
- Tell them to act – 'Book now for Suicide Squad.'

2. Size matters

Keeping your subject lines short and simple is usually best, ideally 6 to 10 words, or 50 characters, results in the highest open rates. If the subject line is too long it will get cut off, especially on mobile and this is not an audience you want to lose – Movio Cinema saw 60% of emails being opened on a mobile device in Q2 2016.

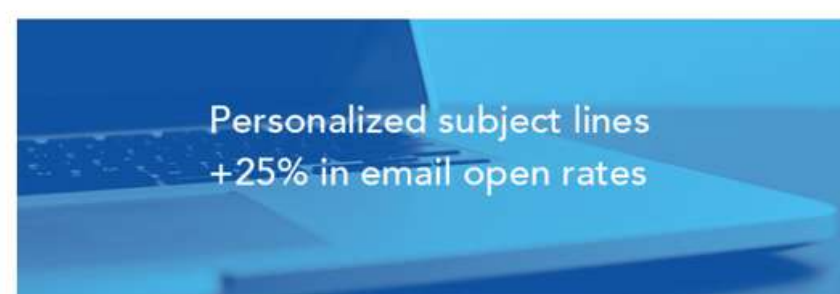
3. Signed, sealed, delivered

Make sure your email gets delivered. In order to avoid spam filters refrain from using all caps, lots of punctuation and excessive repetition, as these are all indicators of spam email.

4. Get personal

To increase engagement, get personal where possible. Not all your customers are the same so why would you send them the same message?

For example, using your recipient's first name is proven to increase email open rate. Movio Cinema customers have found that their emails get up to a 25% increase in open rate by using loyalty members first name in their communications subject line. Another way you could use personalisation is by running a campaign that is based on the member's previous movie preference. For example, in Movio Cinema you can send a promotion for 'Suicide Squad' to those that watched 'Deadpool'. Your subject line can be personalised by saying, 'Hey Matthew if you enjoyed Deadpool, you're going to love this new release!'



5. No tricks only treats

Finally, be honest. Make sure that your subject line and content are consistent. Don't lure people in with an enticing subject line if you don't deliver on your promise.

If you are still unsure of the best option for your audience you should test different subject lines and review your campaign results to confirm what works best for your audience.

Following best practice on subject lines will help you improve your open rate but remember that you need to listen to your audience to ensure you remain relevant to their needs. You should be constantly testing, learning and refining your email strategy.

Below are some quick tips to get the best from your email subject lines:

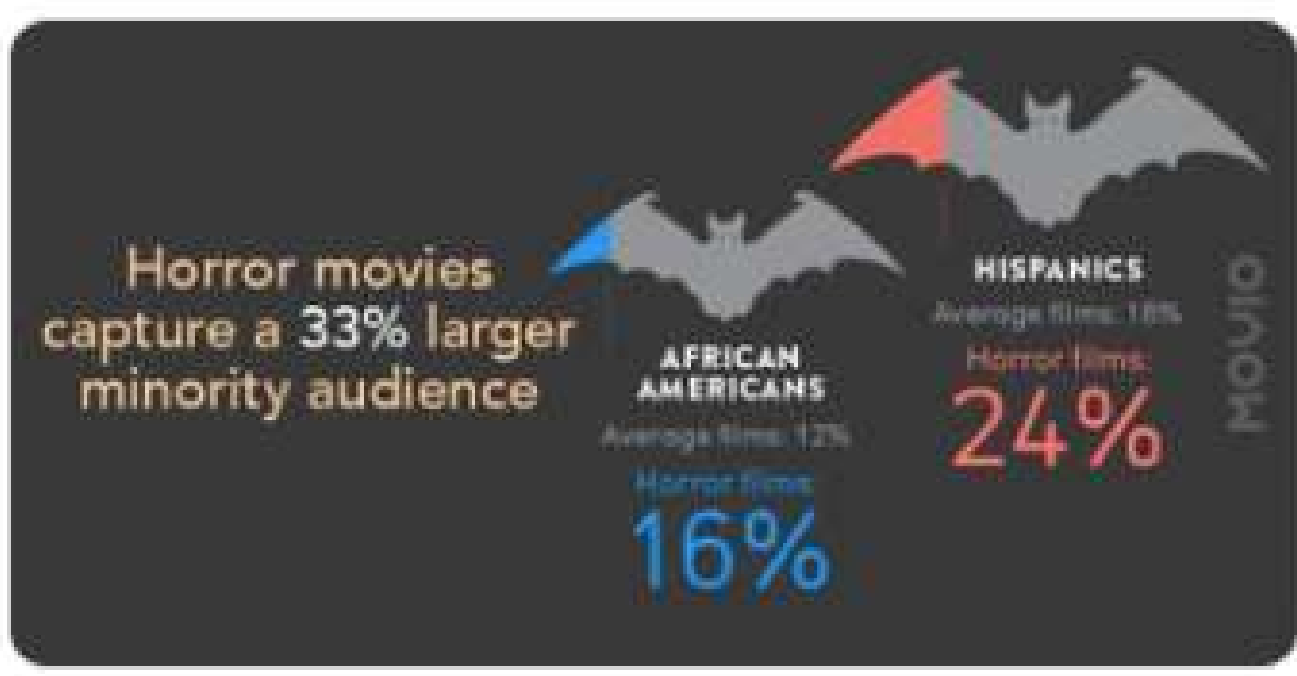
- Be concise – Ideally, 6-10 words or fewer than 50 characters
- Get personal – When possible use the person's first name
- Pique interest – Make the reader curious to read more

SOCIAL MEDIA

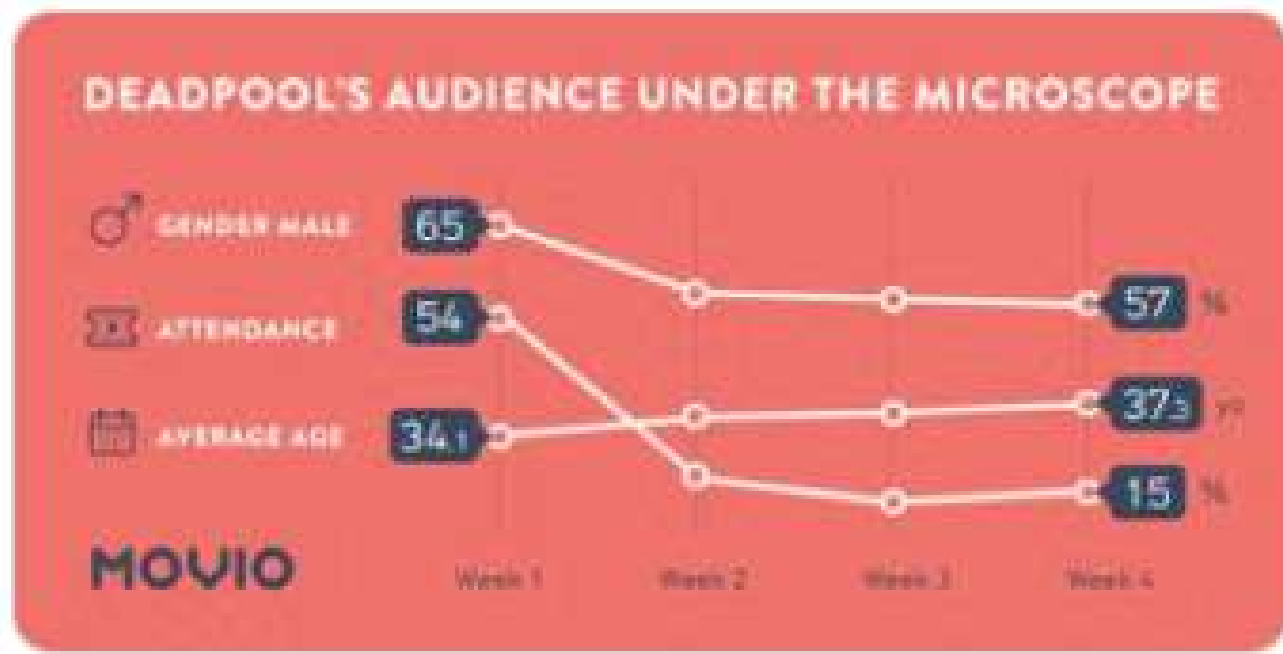
M **Movio** @MovioHQ · Nov 1, 2016
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M **Movio** @MovioHQ · Oct 29, 2016
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 .@Forbes featured #MovioInsights on #Deadpool this week. Read the full story here bit.ly/2cic4TT #Marketing



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 4 ways Indie films can benefit from focused strategy @Will_Movio in @Variety bit.ly/1RPZ11b #CinemaCon2016



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 #FindingDory opening weekend audience profile was 55% female, 4% points higher than #Zootopia (51%) #MovioInsights



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Movio @MovioHQ · Dec 14, 2016
What a year! We look back on all the things [#MovioCrew](#) in 2016
bit.ly/2hKOoyb [#teamspirit](#) [#worklife](#)



Movio @MovioHQ · Dec 17, 2016
Fundraisers, [#Hackathon](#), team-building and a lot of BBQ'ed meats - [#MovioCrew](#) certainly got up to a lot in 2016! bit.ly/2hKJck7



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Movio @MovioHQ · Oct 1, 2015

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Movio @MovioHQ · Oct 21, 2016

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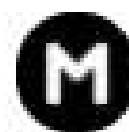
Movio Chief Executive [@Will_Movio](#) gives his [#MovioView](#) on making the movie industry smarter bit.ly/2eLln6N



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Q MASTERCARD

My role - copywriter

-UX copy for credit card application

UX COPY



Let's get started

You'll need around five minutes

Title	First name	Last name	Email address	Mobile
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Please confirm that you:



Are 18 years or older.



Lives in New Zealand and are a NZ citizen or permanent resident.



Can provide both a valid email address and mobile number.



Hold a current NZ Driver License or have a valid NZ or Australian Passport. [Don't have one?](#)



Agree to a credit check.



Have read, understood and accept the [Privacy Policy](#), and consent to receiving marketing communications from the issuer of Q Mastercard and its related entities.



I confirm that I meet the above Q Mastercard® application criteria

What is the purpose of this card?

Do you have a promo code? (Optional)

Let's get started

Things to know about Q Mastercard

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Q Mastercard is your perfect shopping partner for purchases big or small, combining the benefits of a Mastercard with a range of interest-free deals. These include;

- A minimum of three months no payments and no interest on every purchase, with no minimum spend in-store, online and overseas.
- Extra breathing space when you make big ticket purchases with interest-free offers at participating merchants nationwide.

Current Annual Interest Rates

- Standard Interest Rate is 25.99% p.a.
- Cash Advance Rate is 27.25% p.a.

Minimum Payments

You will need to pay at least the Minimum Payment by the Due Date as set out in your monthly statement.

Account Fees

There are some fees for managing your Account, including:

- Account fee - this is an annual fee of \$50 applied to your account in two 6-monthly instalments (\$25 upon opening your account and then \$25 every 6 months thereafter).
- Advance fee - \$35 will be charged to your account every time you make a new Long Term Finance purchase, other than when you convert a transaction into Long Term Finance.

Please note fees & charges can be varied.

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A Q Mastercard provides you with a specified amount of credit that you can access using your Account and/or your card. You must ensure that your total unpaid balance does not exceed your credit limit.

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You can cancel your Q Mastercard at any time as per the cardholder terms and conditions by calling us on 0800 119 100. You will still be responsible for all transactions made up until that time. The outstanding balance, including interest accrued but not yet charged, and all amounts required to repay any Fixed Instalments, will immediately become due and payable. The Credit Contracts and Consumer Finance Act 2003 provides you with certain cancellation rights, however time limits do apply.

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- 1 Personal details
- 2 Employment details
- 3 Financial details
- 4 Confirm details
- 5 Submit

Your personal details

Identification

Please make sure the details you enter are the same as on your identification.

<input checked="" type="radio"/> Driver license	<input type="radio"/> NZ Passport	<input type="radio"/> Australian Passport
Driver licence number [?]	Driver licence version [?]	
<input type="text"/>	<input type="text"/>	
Title		
<input type="text" value="Ms"/>		
First name (as on your Driver licence)	Middle name (as on your Driver licence)	
<input type="text" value="Ingrid"/>	<input type="text"/>	
Last name (as on your Driver licence)	Date of birth	
<input type="text" value="Grenar"/>	<input type="text" value="DD/MM/YYYY"/>	

Contact details

Email address	Mobile
<input type="text" value="ingridgrenar32@gmail.com"/>	<input type="text" value="0211064520"/>
Home phone	Work phone
<input type="text"/>	<input type="text"/>

Relationship status

Relationship status	Number of dependents
<input type="text"/>	<input type="text"/>

Residential address

Living arrangement	How many years at this address
<input type="text"/>	<input type="text" value="0-2"/> <input type="text" value="2-5"/> <input type="text" value="5+"/>
Address	
<input type="text" value="Start typing to search for your address"/>	
<input checked="" type="checkbox"/> This is also my mailing address	

Back

Save And Exit

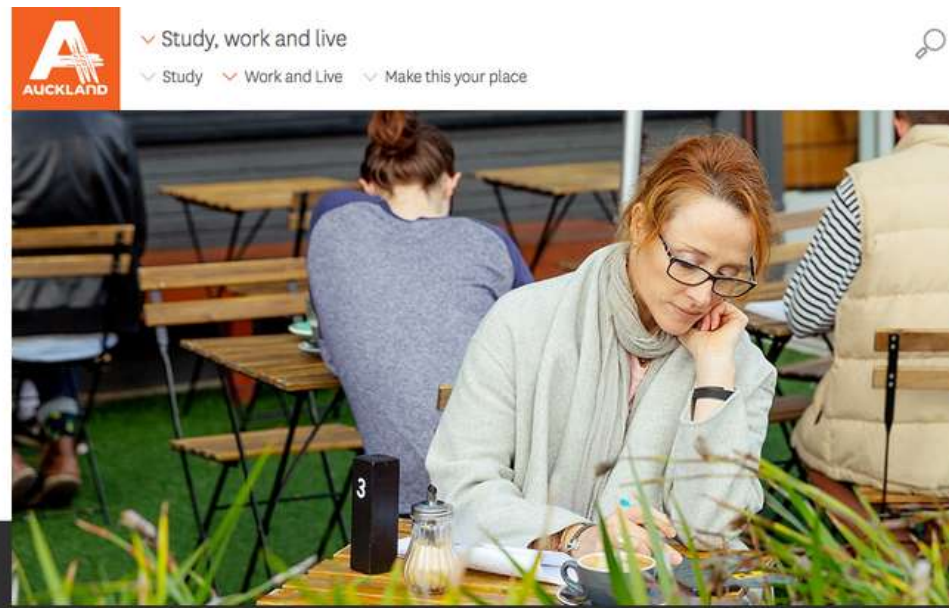
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ATEED

My role - Copywriter

- Online articles to encourage immigration to Auckland

ONLINE ARTICLE



HOME / STUDY, WORK AND LIVE / WORK AND LIVE / BLOG / KIWIS FOR LIFE

Kiwis for Life

Published: 01 AUG 2019

Our family of five travelled across the Tasman Sea from Australia to make a new life in New Zealand almost six years ago.

Time flies when you're having fun, and it certainly has for us. My husband Scott, and I and our three sons are now very much settled in Narrow Neck on Auckland's North Shore, and we would whole-heartedly recommend the move to anyone thinking of relocating to this beautiful part of the world.

Goodbye g'day, hello kia ora

When Scott was offered a job in New Zealand which included a relocation package, it seemed like the ideal time for us to start a new adventure. As a family, we wanted the opportunity to live in another country and immerse ourselves in a different culture but also have easy access to go back to Australia to see our family and friends. Auckland is only 3 hours and 40 minutes by plane to Sydney, so it really didn't seem like a big leap to make.

From what I knew of Auckland, it is a cosmopolitan, exciting and vibrant city that could offer us everything we had in Sydney but on a smaller scale with a slightly slower pace of life. Scott had previously lived in Auckland for a year and reassured me that its reputation for being very safe and family-oriented made it the perfect place for us to live.

Making a smooth move

The move went according to plan, with very few challenges to deal with. Our relocation package took away any financial concerns and as Australians, we are fortunate that visas are not required to [live and work in New Zealand](#). We were granted a residence class visa at the airport, to enter and stay, work and study in New Zealand.

We were extremely lucky to have Scott's insider knowledge of the city, which helped us when it came to exploring suburbs we wanted to live in. He moved to New Zealand a few months before us so he could get everything sorted for the children and I to move in.

While the rental market can be competitive in certain areas, Scott was able to find us a house that suited our criteria and budget. Getting off the flight and knowing we had a home in a suburb Scott knew was incredibly reassuring for me. Overall, it was a mostly stress-free experience for us.

Security, safety and scenery

There are many reasons to love living in Auckland. We especially enjoy the relaxed, carefree down to earth vibe the city offers. It very much reminds us of our own childhood, so we're pleased our kids will get to experience this chilled out atmosphere as they grow up.

We live in Narrow Neck which is over the Auckland Harbour Bridge on the North Shore. We have a very friendly and supportive community that has helped us Aussies feel at home. Our boys attend local public schools, which are fantastic with dedicated and caring teaching staff. This is all topped off by Auckland's breath-taking scenery, great local amenities and services, and the wonderful selection of restaurants and entertainment.



One of our family's favourite places on the North Shore is the [Devonport peninsula](#). It offers beautiful architecture, old-world charm and a beach lifestyle with an abundance of green space. It's also a safe environment where our kids can explore on their own without us having to worry about their safety. We also love visiting and exploring [Rangitoto Island](#) and [North Head Historic Reserve](#) for the beautiful views and walks.

Throughout the year we walk our dog at Cheltenham beach and around our local community. Our other weekend and spare time activities include hiking, sailing, skiing and exploring what the North and South Islands have to offer. All these activities are easily accessible to us without costing a fortune, while offering a better work-life balance and carefree lifestyle for our kids.

Escape the rat race

Our life in Auckland has proven to be a lot less hectic and doesn't have the same exhausting, competitive, relentless, rat race feel that our Sydney life often had. I still love and miss Sydney, but our family and work-life balance is better now we live in New Zealand. Yes, petrol and food are more expensive here but on the upside, we pay less tax and we love [ACC](#), the country's universal no-fault accidental injury scheme.

New Zealand does amazingly well for such a small country, while remaining loyal to its culture, heritage and relaxed Kiwi character. We all love living here, and I don't see us returning to Australia anytime soon.



Laura Taylor moved from Sydney, Australia to Narrow Neck on Auckland's North Shore with her family in 2013. She runs her own business from home, providing technology to Uber Eats Restaurants. Her husband Scott works in the telecommunications sector and is based in Newmarket, central Auckland.

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KUWNZ Meets Hugh Jackman & Keala Settle



Taron Egerton's soaring performance in Rocketman is the must-see of 2019
May 26, 2019 | Editor | 228 Views | Dexter Fletcher, Elton John, Film Review, Jamie Bell, kuwnz movies, Rocketman review, Taron Egerton

After the phenomenal success of last years Bohemian Rhapsody we know there's an appetite for nostalgic British rock heroes. In

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Is X-Men: Dark Phoenix the gracious swan song we want it to be?
June 7, 2019 | Editor | 131 Views | kuwnz movies, Movie review, Simon Kinberg, X Men: Dark Phoenix, X-men

X Men: Dark Phoenix is the final instalment in the X-Men series as Disney acquired 20th Century Fox through a

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Good Omens is the next must-see TV
May 30, 2019 | Editor | 220 Views | Adria Arjona, Amazon Prime, Anna Maxwell Martin, David Tennant, Jack Whitehall, Jon Hamm, Josie Lawrence, Michael McKean, Michael Sheen, Neil Gaiman, Terry Pratchett

Adrienne Kohler is a Kiwi now residing in the US but she's still helping us antipodeans stay up to date

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Last Laughs announces 2019 Fred and Billy T award winners
May 27, 2019 | Editor | 141 Views | Billy T Award, Fred Award, James Nokise, Kura Forrester, nz international comedy festival, NZ International Comedy Festival Auckland

And so another NZ International Comedy Festival draws to a close – but not before we give out some awards!

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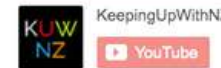
James Nokise is eloquent and hilarious in 'God Damn Fancy Man'
May 23, 2019 | Editor | 153 Views | James Nokise, James Nokise - God Damn Fancy Man, nz international comedy festival

God Damn Fancy Man is the brand new show from the critically acclaimed, internationally award-winning comedian James Nokise. Nokise skillfully

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Is X-Men: Dark Phoenix the gracious swan song we want it to be?

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Film Video What's On

Taron Egerton's soaring performance in Rocketman is the must-see of 2019

May 26, 2019 Editor 228 Views Dexter Fletcher, Elton John, Film Review, Jamie Bell, kuwnz movies, Rocketman review, Taron Egerton

After the phenomenal success of last years *Bohemian Rhapsody* we know there's an appetite for nostalgic British rock heroes. In the Elton John biopic *Rocketman*, Dexter Fletcher, who stepped in on *Bohemian Rhapsody* when Bryan Singer was fired, takes control of a different kind of movie for the genre. It truly breaks the mould while showcasing the immense talent and true stardom of lead Taron Egerton.

Rocketman opens with Egerton's Elton strutting into rehab dressed in an orange, devil-horned Elvis-esq jumpsuit. After confessing to being an alcoholic and cocaine addict, he proceeds to tell us his life story and what's led him to this pivotal moment in his life.

This story-telling tool allows for fun, abstract and often extremely complicated sequences to unfold while taking us through Elton's stratospheric rise to fame. The many epic musical montages are all seamlessly presented and performed. From ensemble street dancing, floating audiences and a flying Elton, down to a tumble into the dirty depths of sex and drugs - all are delivered with entertaining energy and accompanied by eye-popping sets and costumes.

Elton John has really hit the jackpot with Taron Egerton of *The Kingsman*, *Eddie the Eagle* and *Sing* fame. His performance is absolute genius. From the shy reserved teenage Elton to the ostentatious, tantrum throwing addict he later becomes - Egerton nails it all. It's not a hammed up delivery either but his interpretation of the megastar without being a caricature. That doesn't mean that he doesn't also hit the mark with Elton's mannerisms, eccentricities and trademark stage performances too. He just goes that one step further, not just succeeding as providing a great 'impersonation' but a fully-formed, authentic and complex personality.



As with any real-life story, you can expect highs and lows and there's plenty of lows to draw from. These are delivered with as much power and honesty as any of the upbeat singing and dancing numbers. Fletcher makes good use of Egerton's excellent subtlety in his performance with many a full-screen facial close-up lingering on the pain and sorrow of a damaged man.

As well as the emotional heft that Egerton brings to his portrayal is his excellent vocal performance. Where Rami Malek won an Oscar for his performance as Freddie Mercury despite not actually singing a note, Egerton delivers his vocals with gusto and heart and he obviously has felt the responsibility on his shoulders and delivered. We can only assume Mr John is delighted with this performance of a lifetime from this young and uber talented actor. It's a dedicated and flawless delivery that is unmatched elsewhere.

The supporting cast also brings some real notable performances. Bryce Dallas Howard as Elton's mother Sheila and Steven Mackintosh as his estranged father Stanley help set the scene of how Reggie Dwight became Elton John. Though their screen time drops away, their influence and the raw emotions they evoked never leave Egerton's performance.

Richard Madden (*The Bodyguard*) plays the irresistible but villainous manager John Reid. Bringing with him lust and betrayal and sharing some of the sexiest and the most destructive onscreen scenes of Elton's life. What more could you want?

Stephen Graham is the straight talking and swearsy cockney record exec Dick James. He certainly steals the limelight when he's on screen and gives us a few good laughs along the way.

Jamie Bell is the perfect co-star for Egerton's Elton as his beloved Bernie Taupin. Depicting a heartwarming life long friendship and working relationship that's produced some of the world's favourite pop songs. They have great onscreen chemistry and Bell shines just the right amount to keep the flame of Elton's stardom burning.

The music obviously deserves equal billing to the film's stars. Featuring all the big hits you love but they're not necessarily presented in the way you might expect as per a standard rock biopic. This adds yet another layer of magic to the film and to the famous music and lyrics from John and Taupin.

I simply have to mention the costumes again too, how can you not! Fabulous, ridiculous, OTT and camp all come to mind and you wouldn't want it any other way. They light up the screen and give brilliant vehicles for Egerton to really get stuck in.

Rocketman is a hugely enjoyable, colourful, emotional rollercoaster of a film with a soaring performance from it's leading man. Not one to be missed on the big screen.

Reviewed by Ingrid Grenar.



Rocketman is out in NZ cinemas from 30 May.

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Article link - <https://bluebirddigital.co.nz/faq-guide/>

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Trudy Evans

Real-world content solutions for real-world content problems so you can do a better job of your content | Strategist | Consultant | Digital Expert.

April 22, 2018, Trudy was a client of Ingrid's

I contacted Creative Sidekick for professional content advice, copywriting and copyediting services for my new website/blog. I had never created a blog before and really needed help. Due to Ingrid's extensive experience in the digital/social media and CMS space, she gave me invaluable advice on how to improve my blog - and she absolutely nailed it. Working together in Squarespace, the improvements made based on her advise have made my blog more professional, cohesive, engaging and future-proofed. The copy writing services she provided were also spot on. I loved all the copy changes she recommended. Ingrid has an amazing way of getting straight to the heart of the digital content she is working with, is a fantastic copywriter, and works at lightning speed. I was so impressed with her services that I have engaged Creative Sidekick for regular editing of my blog moving forward. [See less](#)


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TRUDY EVANS, BLUEBIRD DIGITAL FOUNDER

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By working within your digital team, I manage the implementation of strategies and tools to future proof quality content and processes for your business.

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What they say about me:

"Trudy's vision, expertise and passion inspired the organisation to change its way of operating in the digital and customer experience field which is so vital for companies today."

— Jana De Polo, Business Process Analyst – The University of Auckland

"Trudy is a skilled, fun colleague and inspirational mentor ready to share her content strategy knowledge on creating content life cycle processes, accessibility guidelines and more."

— Holly Robers, Content Designer – Spark NZ

From my Blog



Self service content

4 reasons your customer care content isn't helpful

May 3, 2020 No Comments

The quality and consistency of information within online help channels is the key to successful customer care. In my experience, there are common mistakes businesses make with digital content that lets them and their customers down.

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Self service content

How much is bad customer care content costing your business?

March 19, 2020 No Comments

In my blog so far this year I've been tackling the topic of how content adds value to businesses. I now want to share some real-life examples of how bad content can eat away at profits by incurring huge cost to the business.

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Content Value

5 ways content strategy adds value to your business

February 23, 2020 No Comments

In my second blog covering how content adds value and income to your business, I discuss how content assets contribute financially to five business needs.

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To FAQ or not to FAQ, that is the question?



Frequently asked questions or FAQs are a fictitious back-and-forth conversation with an 'inexperienced' person and a 'knowledgeable' person. They now sit tucked away on websites while it's often assumed they are solving those niggly little issues for our users without us having to worry. They're a promise to answer real questions and once upon a time they did. But, are they still relevant and are we really serving our customers with what they want?

"What are FAQs? FAQs are a way to show you've thought about what your users should know but haven't thought about your users."

— James Hupps, Content Designer via Twitter post

FAQs: how we got here

Leftover from the world of ListServ and forums, FAQs were created so moderators/customer service agents didn't have to answer the same questions repeatedly with the goal being to stop people from calling or emailing with the same questions. They worked well, people got used to them and were simple to create so businesses started using them on their websites.

Specialised software emerged to create, manage and deliver FAQ content in an integrated knowledge base. Customer service teams were normally responsible for them and created knowledge items based on frequent calls about the same topic.

Unfortunately, the specialised software was expensive and often not used properly so many businesses removed it. The result? The FAQ content was dumped into the help section on the websites and just left there.

What are companies still doing wrong

As an accepted and familiar type of content I see businesses use FAQs out of habit rather than ensuring they're the right fit. Too often they are based on anticipated questions put together by the business rather than based on real questions, asked by real people and:

- They're generated by internal teams before a product or service goes to market
- They're published and forgotten so every FAQ ever created remains live, relevant or not
- They often contain marketing speak and business jargon and can become a dumping ground for information so the self-service content box can be ticked
- FAQs are often not included in the content strategy, UX or CX design so they inevitably lack direction and focus

As an industry expert, I find FAQs are still not categorised and displayed correctly. They're difficult to scan and read and people find questions harder to comprehend than headings. Important and trivial problems are lumped together. There's often duplication and contradictory information in multiple help channels causing confusion that actually generate more calls, or live chats.

When to use FAQs

Despite the issues and frustrations raised above, there are times when FAQs should be used:

- They're focused on a specific task, event or problem
- To help guide people into a task or more detailed information
- When people need to access information about completing transactions, for example, shipments, payments, refunds, and returns
- To provide quick answers to a few, simple questions
- To reassure people their questions are normal

How to create effective FAQ content

Use this checklist to upgrade your FAQ content and make it work better for your customers:

- Show you care and that you've listened to your customers by using real frequently asked questions rather than anticipated ones.
- Have a clear understanding of how FAQ content can help achieve user and business goals
- Define the role they play in your customer self-service journey
- Create clear categorisations, display and search for FAQ content
- Include FAQs in user testing along with the rest of your digital content
- Keep FAQ content short and simple using plain English
- Collect, track, and analyse users' real FAQs
- Include the ability to gather feedback by asking questions like "Didn't find your question here? What would you like to know?"
- Look for recurring questions and patterns to help people's decision-making process
- Gather insights to improve content or processes in other digital channels or reorganise content that is hard to find

"Think of FAQ content as insurance. There if your users need it, but hopefully they never will"

— R. Stephen Gracey, Web Content Manager, 2010

Key takeaways

To summarise, follow these four rules and make sure your business is serving only useful and helpful FAQs to your customers:

- 1: Create FAQs from real-time customer feedback and questions
- 2: FAQs should be monitored regularly to ensure they're answering people's questions
- 3: FAQs that are no longer relevant or used by people should be archived
- 4: Most importantly, don't turn customer feedback and questions into FAQ content. This should be used to improve your digital content and product offerings overall. Then customers won't have to contact you and ask questions in the first place.

The main thing to remember is that when customers are asking the same questions frequently – something, somewhere needs to be fixed.



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Debbie Gregory

Leadership Consultant &
Coach: Growing Leaders,
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Enabling people & Business
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July 20, 2018, Debbie was a
client of Ingrid's

I was delighted with the web design and copy Ingrid has created for my www.positivedirection.co.nz website. An expert at what she does, Ingrid was easy to work with, asked good questions to understand my business and the result was fantastic, I'd highly recommend!!

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"Success is liking yourself, liking what you do and liking how you do it!"

Maya Angelou

About Debbie Gregory

People-centred | Practical | Solutions Focused



I've got +25 years experience working as a corporate trainer/coach as well as within HR, Learning and Development, Organisational Development and Talent Management teams. I've spent many years studying and personally applying positive psychology, neuroscience and personality preferences.

I'm often described as positive, down to earth, practical, strategic and solutions focused, but most importantly I like to get results while remembering to have fun whilst I work.

Positivedirection has a mission to make New Zealanders and their workplaces better, by enabling people to be more self-confident and recognise their own potential. I strive to focus leaders towards a more people-centred approach: growing talent, lifting engagement and leveraging synergies to create future success.

Success Stories



Paul, The Warehouse Group

I'd highly recommend taking the time to focus on you and your leadership style. Debbie had pragmatic tools and insights that enabled me to unlock untapped potential, leading to improved self-awareness, and getting the best out of my team.



Pratik, Datacom Field Engineer

Her moral support, expert advice on getting back into the job market, and CV and interview preparation really boosted my confidence. Within just over a month I had a new job. I'd recommend her top-notch services to everyone and its well worth it.



New Zealand Blood Service

The MBTI session was fun! We really benefited from our time with Debbie. It helped increase awareness of self and others and gave insights around leading the team. It was great to learn all about the different personalities across our team.

Contact

Name *	Email *
Type of coaching you're interested in *	
Phone No. *	
Message	
Send	

Email & Phone:
debbie@positivedirection.co.nz
Tel: 021 039 0266

[in](#) [f](#) [@](#)

Address
Auckland, New Zealand
for International or
remote coaching; Skype/Zoom
available

RMS.NZ

My role - Copywriter/Marketing contractor

- Tagline
- Website copywriting
- New website build in WIX

Read full client case study - <https://www.creativesidekicking.com/post/website-copy-client-case-study>

TESTIMONIAL



Gavin Clark

Managing Director at Risk
Management Services Ltd
(RMS)

September 28, 2020, Gavin
was a client of Ingrid's

Ingrid was able to provide clarity in order to define our website and deliver a first class professional result. Ingrid was timely and drove the process which enabled me to focus on other aspects of my role. She communicated well and achieved an excellent outcome for us at RMS. I highly recommend Ingrid if you are looking to have a website developed and achieve a high rate of website hits. [See less](#)

HOMEPAGE



OUR SERVICES



RMS offers a wide range of security risk management services to meet your needs covering major operations and incidents, or planning and responses.

From investigating internal and external fraud to reviewing your physical site and developing a security framework, we're here to help.

Our highly-trained team can operate surveillance, investigations, threat assessment, due diligence, executive protection and site security gap analysis.

[View All Services](#)

WHO ARE RMS?

With decades of experience within the NZ police and in private sector security, we're trustworthy, efficient and highly-trained. You can have confidence that our uniquely skilled people will get the job done to the highest level of professionalism.

RMS holds a private security license as a Private Investigator, Security Consultant and Body Guard.



[Read More](#)

OUR VALUES



Integrity & Trust

Integrity and Trust is at the core of all our client relationships. With our extensive experience, you can rest assured that we'll deliver a thorough and professional service.



Collaboration

Our professional and personal approach means you'll get to know us one on one and you'll be kept informed on our progress throughout our engagement with you.



Results-driven

We're results-driven from the outset. Our expertise means we're able to offer you advice on how best to tackle your issues while following NZ legal requirements and standards.

[Learn More](#)

WHAT OUR CLIENTS SAY

Joe Taylor CEO | NXP

RMS was able to provide exceptional guidance to management on how to navigate a potentially difficult situation balancing the needs of staff, customers and external stakeholders with integrity and speed.

”

Simon Everett ASCO ASPHALT

RMS provided a professional, responsive and accurate service to our company that enabled us to achieve our objectives

”

Heather Burden Hamilton City Council

'RMS provided a professional service to our council, enabling us to implement a number of recommendations to minimise our security risks. Their expert up-to-date advice and personable approach combined with excellent communication delivered us a timely, customised package.'

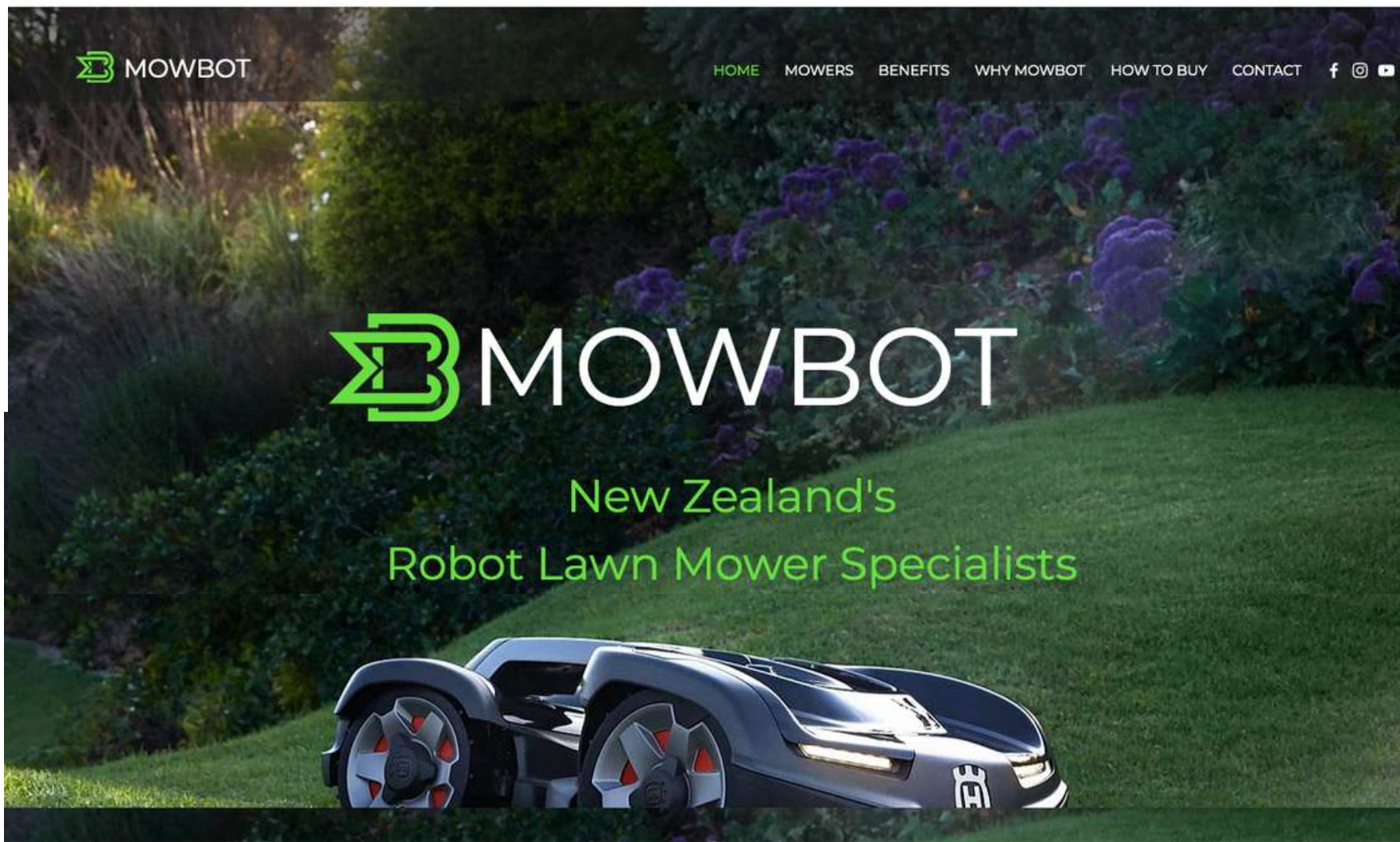
”

MOWBOT.CO.NZ

My role - Copywriter/Marketing contractor

- Tagline
- Website copywriting
- New website build in WIX

HOMEPAGE



The Husqvarna Automower®



Benefits

The Husqvarna Automower® offers mowing efficiency like no other. It's a lawn care game-changer that'll not only give you back your weekends by creating and maintaining beautiful grass lawns, but it'll also be a great conversation starter. Your robotic mower will become part of the scenery and maybe even part of the family (you might even find yourself giving it a name).



Time-saving

No more stress and time wasted mowing and maintaining your lawn.

Once installed, your robot mower gives you back the time to do the things you love. You can even control it via the Automower Connect app. Just set and forget and let your lawn reap the benefits.



Luscious lawns

Tackle lawns big or small, flat or bumpy, come rain or shine.

The sharp blades deliver close-cut and evenly mowed grass creating and maintaining a healthy lush looking lawn. And, there's no need to collect cuttings as the machine micro mulches them back into the turf.



Better for the environment

Ditch the petrol and ride-on mowers for an environmentally responsible choice.

Without reliance on fossil fuel, this low emission, low energy consumption, battery-driven product is so quiet it can even be used at night without causing any disturbance.

[LEARN MORE](#)

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