



Special Awards Field Representative of the Year

With the assistance of StuckForStaff.com's database of 10,000 tactical personnel were able to recognise the achievements of an army of people who are often the unsung heroes of this industry

Gold: Karen Laubscher

Living in the South West as a single mother, Karen Laubscher has been a latecomer to field marketing. She has been a mum for 18 years and has brought to the industry her maturity coupled with a strong desire to learn. Her enthusiasm is substantial.

Karen started out working with technology FM supplier Gekko, this year's agency of the year, working on sales campaigns such as Samsung for their digital cameras. She is happy to continue doing so, but at the same time she has begun to broaden her workload and take on a bigger range of work and has quickly built up a reputation with other agencies.

She attributes her success in explaining and demonstrating technology to her own need to learn about it from the ground up. She goes in with no assumptions and embraces the training and information given.

She says: "I really enjoy the challenge of learning about new technology in order to go instore and product brief staff and do my promotional or demonstration days. Having been a mum for 18 years I love the challenge of getting out on the road, meeting people and visiting parts of the South West that I'd normally

never see."

Here are two testimonials:

"We have been very impressed with Karen since joining our Agency. Karen is always very organised, pro-active and enthusiastic, both on the phone through the booking process, and also during the activity itself. Karen is always able to provide very thorough feedback about her promotion which is also extremely valuable for our Clients. Karen has been a pleasure to work with, and I believe she would be very worthy of such an award", Ben Christie, Head of Staffing, Kru live Ltd

Staffing at Gekko reported "Karen Laubscher has worked for Gekko since September 2007. During this time, she has proved to be a key member of the Gekko team. She can always be relied upon to represent our clients in a totally professional manner thus enhancing the ethos of Gekko as being the best.

She has worked on several campaigns for Gekko, and has always been reliable, enthusiastic and extremely knowledgeable about both procedures and products, demonstrating her constant professional attitude to the role.

During these campaigns, she has completed product briefings, demonstrations, merchandising and roadshows, showing that she has the skills and capability to excel in all aspects of field marketing. Her approach to all clients is one of enthusiasm for both the product and for the requirements of the client.

Over the last year, Karen has built strong relationships with our clients, during which time she has acquired an in depth understanding of their

products, and has proved invaluable in driving sales forward. She has also been involved in numerous campaigns, working for a variety of different high profile clients, demonstrating her versatility to working in different retail environments with a wide range of products.

She approaches each and every campaign with the same level of commitment and enthusiasm, making her an invaluable member of Gekko's team."



Karen Laubscher receives her award from Charlie Costello, StuckForStaff.com

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