



mustard

xp





**mustard XP
is a specialist
recruitment service
for the Experiential,
Events, Exhibitions
and Museum
industries.**

With 10 years of experience supplying agencies and brands in EMEA, we have an experienced team of consultants that are able to supply talent across Design, Digital, Production, Client Services, Logistics and New Business. Our personable, detailed and considered approach has allowed us to grow in this space year on year and through our success, achieved an in-depth knowledge of the experiential world and its many different forms and functionalities. Be it an exhibition stand, brand experience, product launch, activation, pop up or museum installation, our aim is to continue to support businesses delivering these projects, as we recognise an ever changing world and the demands from brands and businesses alike for face to face engagement of their products and services.

The events industry contributes £42.3 billion to the UK economy and in recent years has seen continued progress with an introduction of many start up agencies specialising in subdivisions of the “events” industry. Over the years, mustard XP has been able to support the success of 5-15 employee strong junior agencies, along with the more established larger 100+ employee

global agencies. We have experienced and appreciate the differing hiring processes for each and the demands those organisations have on their staff.

Freelance. For as long as the industry has been around, freelancers have always played a key role in the creation and delivery of all manner of events. Whether you are a freelance designer brought in to win pitches, an event manager parachuted in to problem solve or a lighting technician to rig up an event space, we have seen and filled all manner of these positions. With events, everything needed doing yesterday as it comes with the territory, our approach is to act on that urgency. We get it, you need help and we have the understanding and experience to tackle any freelance brief you throw at us.

mustard XP are recognised as industry leaders in Experiential, Events, Exhibitions and Museum recruitment. We continue to innovate and adapt to new trends and market requirements through best practice, research and all ideally done to help you find the talent you’re looking for.

exhibition stand design & build

The foundations of mustard XP, arguably where we began. In the UK, exhibition stand design businesses span across all four corners, with many offering their own build and storage services too. The industry itself has taken a big hit in recent times, however has always been a go to strategy for brands and businesses looking to exhibit their latest product or service.

mustard XP can boast to working with businesses in this area all over the UK. From London, to Bristol, to Birmingham, to Manchester and Scotland, over the years we have built a strong reputation for supplying talent including Graphic Designers, Artworkers, 3D Stand Designers, Project Managers, Production Managers, Client Service people and Business Development professionals. With a plethora of shows and expos happening at any given time all over the world, this is one of the busiest and most established areas of the business. Exciting times ahead with new technologies and strategies available to maintain that competitive edge over competitors.

Typical roles recruited for

Creative Directors
3D Designers
Graphic Designers
Technical Designers
Artworkers
Creative Services Managers
Office Managers
Project Managers
Production Managers
Client Services
New Business Management
Digital Project Manager
Creative Technologists

Clients

2HEADS
Meaningful Brand Experiences

2FK

brandfuel

 **GES**

F R E E M A N

Ignition
EXHIBITIONS • EVENTS • EXPERIENCES

N
INTERACTIVE

events & conferences

Whether you are working within the industry or not, everyone has attended an organised event of some sort, be it a wedding, a seminar, 50th birthday or music festivals. Events have been a massive contributor to mustard XP's success and has been so for the last 5 years. The human desire to interact and network for both personal pleasure but of course business too, has led to the events industry being a key contributor to the UK economy.

mustard XP works with brands and agencies to supply talent for the more corporate B2B type but equally more consumer based B2C events. This keeps us on our toes and enables us to speak to a vast range of experienced event professionals to call upon. Be it freelance or permanent, we have supplied Event Managers, Production Designers, Producers, Production Managers, Logistics, Coordinators, Department Heads, you name it.

A recent pandemic may have delivered a slight speed bump in this fast-paced industry, however we are confident that in time, events will strive to be back and better than ever. We will ensure to be at the forefront of new tech, strategies and trends in this space to allow us to be there for you when that tight deadline hits!

Typical roles recruited for

Creative Directors	Producers
3D Designers	Lighting Technicians
Graphic Designers	AV Technicians
Digital Designers	Client Services
Technical Designers	New Business Management
Artworkers	Digital Event Producers
Event Coordinators	Creative Technologists
Event Managers	VR/AR Specialists
Event Logistics	Content Producers
Project Managers	Web Developers
Production Managers	

Clients



Ashfield Meetings & Events

Brands
2Work

FISHER



STAGESTRUCK



experiential & brand experience

Experiential. A bit of a buzz word over recent years and brands have cottoned on to the power of its effect on consumers and businesses. Immersive pop ups and engaging spaces with powerful content has been in high demand over recent years, therefore making this an exciting focus for mustard XP. We are proud to be working with some renowned businesses at the forefront of brand experience design, therefore meaning mustard XP's objective is to keep a watertight book of highly creative and sort after talent.

Projects come in so many shapes and sizes and we understand that. Which often means specific and detailed briefs for designers or event managers that bring similar experience in said immersive automotive experience or mobile tech product launch. Its in our capabilities to find that specific talent for you. Whether you are after a Creative Director, Creative Strategist, Creative Producer, 3D Designer, Graphic Designer, Digital Creative, Project Manager, Client Service or New Business professional, mustard XP will listen and make introductions, be it freelance or permanent.

As 2020 has already shown us, when the ability to congregate is taken away from us it leaves space and time to develop further weird and wonderful ways to engage customers, visitors, delegates whomever. mustard XP is looking forward to discussing and witnessing this industry blossom more and more in years to come.

Typical roles recruited for

Creative Directors	Creative Strategists
3D Designers	Copywriters
Graphic Designers	Project Managers
Technical Designers	Production Managers
Artworkers	Client Services
Digital Designers	New Business Management
Motion Graphic Designers	Digital Event Producers
Creative Services Managers	Creative Technologists
Producers	VR/AR Specialists
Creative Producers	Content Producers
	Web Developers

Clients

clive

ADAM AND
YOUNGSON

fresh[®]


GEORGE P JOHNSON
experience marketing

xyz

WONDER

IMAGINATION

museums & installations

mustard XP has been supplying museum design and project management staff for the UK's leading museum design businesses since 2011. The UK plays host to some of the World's best talent in this area, with many of the design studios delivering museum and travelling exhibition programs all around the Globe. We believe this is down to the UK having a rich long history and a deep appreciation for heritage. This is and always has been a fascinating, niche success area for mustard XP and an opportunity to move away from the brand focussed events and brand experiences.

The nature of the industry means that projects run at a slower tempo to exhibition stands or events. Lead times are often more similar to architecture projects, as they tend to run side by side over a 12-24 month life span. Again, this allows us to adapt and work to what are usually detailed job descriptions and demand the highest level of creative and talent. Finding that ability to combine narrative and space, whilst also being careful to handle what can often be sensitive subject matter, historical events and its content makes this a challenge something we relish.

mustard XP has shown over the years that we are able to continually deliver fresh, new and exciting talent in what is a small industry and market. Supplying both permanent and freelance talent is our speciality and museums is no different, be it Creative Directors, Graphic Designers, 3D Museum Designers, Technical Designers, Project Managers or New Business.

Typical roles recruited for

Creative Directors
3D Designers
Graphic Designers
Technical Designers
Artworkers
Project Managers
Production Managers
BID / Pitch Managers
New Business Management

Clients

acrylicize



event



RAA

LOVE.

virtual, streaming & broadcasting

Much like the rapid move to online retailing in 2020, the live events industry is going through a similar transition to the virtual space due to the impact of Covid 19. This is again happening at breakneck speed and people are finding their feet with the opportunities, platforms and best ways to do things. Mustard XP moved early into the virtual space and we have seen a number of successful case studies in Live Streaming and Broadcasting events. Welcome to the rise of virtual experiences and the future of Hybrid events!

We work with skilled and creative individuals that have delivered broadcasting and live streaming projects professionally as a career. Whether you are based in the North of England, South West, Midlands, Scotland, Wales or London, we would like to share freelance and permanent job seekers with you.

We are excited to be able to take briefs for Virtual Producers, Live Streaming Engineers, Vision Mixers, AV Technicians, Lighting Designers, Video Technicians, Project Managers, Camera Engineers, Directors, Heads of Departments etc... This is an exciting time for the events industry, a chance to innovate and an opportunity to address the sustainability debate around global live events. One thing is for sure virtual events are here to stay and Mustard will be here to support this new and exciting sector of the industry.

Typical roles recruited for

Directors
Live Streaming Producers
Broadcasting Producers
Vision Mixers
Video Technicians
Motion Graphic Designers
Streaming Engineers
Network Engineers
AV Technicians
Lighting Technicians
Project Managers
Camera Engineers
Camera Operators
Sound Engineers
Web / App Developers
UX/UI Designers

Clients



fresh^f

LDN Filmed.

case study 1

Brands at Work



Objective

In mid 2019, Brands at Work approached mustard XP requesting assistance on a search for an executive level Creative Director. With the objective being to enhance its creative and strategic offering of large scale global events for the pharmaceutical and financial services industries. Finding that combination of creative flair, strategic knowhow and of course vital culture fit were paramount for Brands at Work.

Search

For many years the responsibility for this role fell to Karen Kadin (MP), a founder and highly experienced and passionate global events professional, that made Brands at Work one of the leading B2B design and production event agencies of its type in the UK, arguably the world. Tough shoes to step into.... A targeted search was conducted and shortlist of four were interviewed and after a 2 month process we were able to find a suitable candidate.

Result

Simon Boniface has been at the forefront of some of the most iconic brand experiences of the last few years. A career spanning multiple industries and sectors has enabled him to become an all rounded strategic and creative force that brings a charismatic and composed approach to events and brand experiences. Ex Executive Creative Director of Freeman, he has made himself very much at home at Brands at Work since joining at the start of 2020.



Testimonials

“It was a pleasure to work with Archie on this search. He applied the insights he’d gained from his past experience of working with us to make sure he filtered the candidates before sending them to interview with us – he knows that we look at the person behind the CV and that personality is as important to us as raw talent. We met a number of brilliant candidates in the process and Simon, of course, stood out to us. He has made a quantum impact on the business in his short time as Creative Director – bringing versatility, strategic acumen, design thinking and a rare to find well-roundedness in his creative approach. We are thrilled with the result of this search and it was very much down to Archie’s sheer determination that we found our ‘needle in the haystack!’”

“Experience and knowledge only get you so far when finding a new position, the real trick is finding ‘the fit’ – that elusive ingredient that makes a new working relationship just work. This is where mustard XP excels as they truly take the time to understand the needs and nuance of the client and understand how a candidate can either slot right in or has a personality and outlook that will complement the role. I’ve been fortunate to work with mustard XP on both sides of the fence having gone to them for many freelance design roles in the past. Each and every time I felt that the careful questioning of the brief led to an excellent match.

Throughout the process of being recruited to Brands at Work they took a huge amount of time and effort to help me understand the role, the reason it had become available and what the possibilities were for the future. So much so that I was able to, hand-on-heart, say “that sounds like me”. mustard XP helped me find a wonderful new creative home and I wouldn’t hesitate to call on them again in the future.”



Karen Kadin,
Managing Partner/
Founder,
Brands at Work



Simon Boniface,
Creative Director,
Brands at Work

case study 2

2LK Design

2LK

Objective

Since 2015, mustard XP has been supplying talent across all departments at 2LK Design in Surrey. 2LK is an independent design agency with a proud 25+ years history of delivering inspirational spaces and engaging content for global brand experiences. Over the years we have helped to fill both permanent and freelance positions including Graphic Designers, 3D Designers, Technical Designers, Project Managers, Production Managers, Digital Designers, Creative Leads and Design Directors.

Search

As one of the industries leading brand experience and exhibition design agencies, the demand for the highest level of talent has always been 2LK's priority. Either in the form of juniors that show outstanding potential or highly experienced individuals brought in to continue the growing reputation 2LK has warranted over the years. Based in the heart of Surrey, 2LK doesn't have the same talent pool luxuries the London business can draw upon. However despite this, they have been able to retain long term staff and develop young talent through the ranks.

Result

In 2019, Dan Mason (Managing Director) and Andy Sexton (Creative Director) approached mustard XP to assist in a search for a Design Director. The objective being to assist the Creative Director in new business pitches and won projects, along with managerial relief and alternative approaches and strategy to enable the business to continue its growth. Mustard XP were able to successfully place Mark Nicholls, an experienced Creative Director with a background in leading teams at Brandfuel, MCM Creative, George P Johnson and DRP.



Testimonials

"Why mustard XP have been our 'go to' talent recruiter for many years? Simply put, they just get us. They understand our business, our team, our location, the challenges of the industry – but most critically, they have got to know us as people. Recruiting is far more than can be written down on a job spec. It's about relationships. About learning what makes us tick, what's important to us as an employer. When to challenge us on our perceptions and ideas and when to give us space to develop these.

Mustard's placement of Mark Nicholls as Design Director at 2LK ideal was for us. They understood that the appointment of such a new Senior position in a small agency as ours was critical to the progression of the creative services team and the impact it would have on the wider business. Mark's experience proved invaluable to extend our Creative leadership and strategic agency positioning."

"Dealing with Archie at Mustard over the past few years has been great. His professional, knowledgeable, informal and honest attitude is refreshing. In March 2019 he introduced me to 2LK, an experiential design agency that I knew of but not considered. They were looking for a Freelance Creative Director to work on a high-profile pitch proposal. After completing a positive meeting with the agency, Archie then kept in regular contact. At the time my availability to work for 2LK was patchy around existing long-term projects. This meant missing out on some early opportunities. Yet, with some diligence and understanding of the situation, patience on all sides did pay off. We negotiated a fixed-term permanent contract for a new position as Design Director. This role would provide wider benefit from my experience and fulfil the agency's growth plans, as well as my professional path.

I finally joined the 2LK team towards the end of the summer. This may not have appeared as the simplest of matchmake journeys. The evolving role, the candidate fit and the timings demanded clarity. Archie's understanding and communication managed the process well, proving his value in this respect.

Nine months on and it's been a real pleasure being an integral part of the 2LK creative team. Helping with the steady flow of experiential, exhibition and creative projects. Enabling the business to continue its creative growth."



Dan Mason,
Managing
Director at
2LK Design



**Mark
Nicholls,**
Design
Director at
2LK Design

the mustard xp team



Archie Harvey

**Associate Director – Exhibitions & Events
London & EMEA**

A highly experienced and high achieving consultant for mustard Archie has been instrumental in the success and growth of the mustard XP division. Archie's recruitment desk is focussed on placing Experiential, Events and Exhibition staff with some of the best agencies in the world that are based in London and Europe. He leads the mustard XP team which is another massive growth area of mustard's business.

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Jamie Rogers

**Consultant – Exhibitions & Events
Midlands, South West & South East**

Jamie is part of the mustard XP team and runs the desk covering the Midlands & South of England, outside of London. Placing Events and Exhibition staff across a wide range of job types from design to implementation & logistics. Jamie is a graduate of Cardiff University and in his 1st year at mustard he made the annual target hitters trip to Cancun.

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Josh Howell

**Consultant – Exhibitions & Events
North of England & Scotland**

Josh transferred to the mustard XP after a short stint on an Architecture desk at mustard. Since then he hasn't looked back and works with agencies looking for Exhibition, Event and Experiential staff across the North of England. Josh is another graduate from UWE in our team and also started his career in event sales which is perfectly suited to the desk he works now.

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