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What do Promo Girls do?> Please base article around this by [Julia Roger](#)

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Promo girls are hired by people for specific events and promotional activities. They are often hired to appear at sporting events. If you're planning an event and want some promo girls to help you host the event and add some glamour to the day or night then there are many companies who have lots of promotional girls on their books. Promo girls can be hired to carry out many tasks such as leafleting and handing out brochures at road shows/events/exhibitions, in store demonstrations, presenting, sales lead generating or for wearing costumes.

Many promotional girls are hired to do modelling work such as catwalk and fashion shows, hair and beauty shoots, photographic work, fashion and clothing, bikini, swimwear and underwear shoots, glamour shoots, nude work and product launches and press days. Many people want beautiful models and girls to represent their brand and promo girls are the perfect choice to get your brand noticed. Promotional girls are often hired by brands who want to attract men to their products. This is common at places like sporting events and exhibitions where promo girls are hired to get more male customers looking at your brand.

Promo girls are also hired a lot for events and shows. This may be help with the event management, hospitality, catering, waiting on, conferences and to provide entertainment and performances such as dancing. If you sign up to a promo girl's agency you may be expected to do many different roles and the work will vary from one day to the next so you need have flexible approach. Promotional girls can be hired for almost any event so if you're looking for new ways to add something different to your events or launch nights then promo girls may be just the thing you need. Promotional girls are often much cheaper than hiring professional models for fashion work but many are just as stunning and more than capable of doing a great job.

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