

Working at fairs and events



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Purpose

The purpose of volunteer work is to represent the organization at various fairs and events. Volunteers will establish direct contact with potential users at the place of venue and forward useful information about the organization to the target group. The purpose is to attract as much attention within the society and broaden the base of users. Through promotional material and interactive activities we would like to use such events to raise the awareness of people about the importance of informal learning gained through travel and about the potentials of youth tourism.

Tasks

Promotion at fairs and events targeting the areas of tourism and mobility of youth, including the preparation for the event, active participation, cleaning up and evaluation. The first phase includes the planning of activities that will take part during the venue, preparation of promotional materials and the promotional stand as well as promotion of the event itself. The second phase involves direct communication with potential users that will be presented with the workings of the organization and will be animated to support the efforts of the organization. Fair work includes implementation of pre-prepared activities (contests, questionnaires, distribution of promotional materials, answering questions, offering information and encouraging participation). At the conclusion of the event the site needs to be cleaned and an evaluation has to be prepared (number of newly gained contacts, reporting about the feedback of the target group, suggestion, possible upgrades, shortcomings...).

Responsibilities

It's a type of work where the time and place are known in advance. The volunteer has no freedom in managing the schedule as he must consider the needs of organization and other attendees first. The time frame is determined with the organization and the only slightly flexible work is the evaluation by the end of the project.

Skills to do the job

There is no special skill requirement for the job except desire to work with people and being communicative. The purpose is establishing personal contacts thus volunteers mustn't be shy and should be able to animate passers-by. All information and instructions for quality work will be given during the time of preparation for a specific event.

The volunteer, however, will have to get in-depth knowledge of the organization and its working, vision and mission. Only after sufficient knowledge of the organization a volunteer will be able to present its goals and mission to the wider public and potential users. It is also helpful to be a cheerful person with a winning smile as most of the work consists of establishing new contacts with people and the volunteers at such events will

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be representatives of the organization.

Reporting

A volunteer is responsible for keeping account of all hours spent on volunteer work. The report is handed in once a year at the beginning of the year for the previous year.

Costs

Volunteer work is not paid for. In case of eventual expenses these can be reimbursed upon previous arrangement with the volunteer.