

## Volunteer Recruitment Fair 2018

### Exhibitor Guide

Thank you for booking a stall at this year's Volunteer Recruitment Fair. We're really pleased that you can join us. Please make sure that all members of your team who will be working on your stall are familiar with all the information contained within the **Exhibitor's Guide** and the **Venue Risk Assessment**. [Reference copy available at Welcome Desk.](#)

<b>Date:</b>	Wednesday 19 <sup>th</sup> September 2018
<b>Stall set-up times:</b>	9.30am - 10.45am
<b>Stalls take down</b>	7pm - 7.30pm
	<b>Open to the public from 11am until 7pm</b>
<b>The venue:</b>	St Paul's and St George's Church
<b>Address:</b>	York Place (Top of Broughton Street) EH1 3RH

#### Times:

- Stallholders may arrive from 9.30am (no earlier please).
- Stalls should be set up by 10.45am and must be cleared by 7.30pm.
- Please ensure that both your stall and staff are available throughout the day until **7pm**. Our busiest period is often between 5pm and 7pm.
- We do not have a licence for the sale of promotional goods/collecting of donations, so please ensure that this does not happen on the day.

#### Your Stall:

We strongly recommend that there is always someone available to staff your stall throughout the whole duration of the Fair, so that the last visitor has as good an experience as the first one.

Your stall includes:

- **One trestle table with paper table cloth and one chair.** If an additional chair is necessary, it will have to be in front of the stall and only if it is not blocking a walkway. Additional seating will be available in the café area for breaks.
- Organisational Name card on table
- Refreshment vouchers X 4 (exchange for tea/coffee/juice)
- Lunch vouchers X 2 (choice of sandwich/roll or soup)

Your stall **does not** include:

- Access to wall space
- Free standing display boards
- Internet connection
- Power unless booked and paid for in advance

### Loading, unloading and parking:

There is **no car park** at St Paul's and St George's.

Please be aware that parking in the streets around the church is metered and can be busy.

There are car parks nearby in the Omni complex. Loading and unloading can be challenging, York Place is not suitable for **stopping**. We recommend that you use Broughton Street to unload, loading times are as follows:

9.15am until 4.30pm then from 6.30pm onwards.

Alternatively you may find it easier to use York Lane, next to the new Premier Inn. Unloading won't be easy, but we'll do our best to help. Look out for stewards in white T-shirts with our logo on it!

Stewards will be stationed at **York Lane** and **Broughton Street** to help with unloading between 9.30am and 10.30am.

**Volunteer Edinburgh cannot take any responsibility for parking restrictions in place and we cannot reimburse any parking costs incurred.**

### Public transport:

The venue is within 10 minutes walking distance of Waverley Station. There are bus stops immediately adjacent to the venue. Lothian Buses which stop nearby: 4, 44, 26, 8, 10, 11, 12, 15, 16, 41, 42 and 67.

The tram starts early in the morning, and stops just opposite the church holding the fair. The trams are due at stops every 8-10 minutes. One thing you must do is purchase a ticket before boarding the tram, and you'll find ticket machines on the station platforms.

For more info visit: [www.lothianbuses.com](http://www.lothianbuses.com) or [www.travelinescotland.com](http://www.travelinescotland.com) or [www.edinburghtrams.com](http://www.edinburghtrams.com)

### Welcome Desk:

Volunteer Edinburgh will staff a Welcome Desk in the foyer of the church.

Floor and stall plans will be available and we will direct stallholders and the public as appropriate.

### Stewards:

There will be a team of stewards available on the day that will do their best to assist you – some will be wearing Volunteer Edinburgh t-shirts and / or name badges.

Stewards will help you to find your stall, and help carry items to your stall if assistance is required. Stewards will also be happy to help you with getting things like coffee/tea if you don't want to leave your stall (simply give them your voucher, and let them know what you'd like). It's helpful if you write your stall number and choice of refreshment on it!). Stewards

can also provide general information. **They are not able to staff your stall.** Please make sure you plan this accordingly.

### Catering:

There will be a café operated by **Bespoke Organic Events** which will be open to the public and stallholders from 11am to 6pm. **Lunch vouchers** can be exchanged for either a sandwich/roll OR a soup & plain roll. **Refreshment vouchers** can be used in exchange for tea/coffee etc. Please note that no change will be given.

### Exhibitor evaluation forms:

In order to assist us in improving this event we ask all organisations taking part to provide us with feedback on how useful the Fair has been for you. It would be extremely valuable to us if you could take a few minutes to complete this at the end of the day and pass it back to one of the stewards. This will enable us to evaluate the day in terms of future planning. We will also follow this with requests for feedback a few months after the fair to gauge the longer term impact of the fair on attending organisations.

### Marketing and promotion:

We will work hard to publicise the Fair as widely as possible but would ask that all organisations also take responsibility for marketing and publicising this event. For example, through your social networks, newsletters and by any other methods available. This will ensure that the event is promoted throughout the Edinburgh area and will increase interest from potential volunteers.

Volunteer Edinburgh promote the Fair through the Volunteer Edinburgh website, bulletins and social networks. In addition the Recruitment Fair will be advertised through paid-for, targeted Facebook advertising.

It will also be promoted via a leaflet dispersal through a distribution mailing (including health, social care, and employability contacts), youth agencies, places of worship, community centres, libraries, leisure centres, high schools, supermarket noticeboards, and to more than 400 corporate contacts. It has also been promoted through other networks including the Compact partnership, EVOG, and Older Peoples Forum.

Local elected representatives have also been invited, including local Councillors, MSPs, and MPs.

### Media:

The event has been promoted to local press, so some journalists may be in attendance.

A photographer will be taking photographs throughout the day to capture some of the buzz of the day and help us to promote volunteering.

Content gathered on the day may appear on our website, social networks, in print and other media channels. Check-out our Photo Album from last year:

[https://www.facebook.com/pg/VolunteerEdinburgh/photos/?tab=album&album\\_id=1883375985011629](https://www.facebook.com/pg/VolunteerEdinburgh/photos/?tab=album&album_id=1883375985011629)

### **Cancellations:**

**There is a waiting list for stalls at this event**, therefore it is important to let us know as soon as possible if you are not able to attend, so that other organisations that are waiting can be allocated your space. Any no-shows on the day that we have not been given advance notice of will be followed up.

Please note we are unable to reimburse organisations if they cancel less than four weeks prior to the event.

### **Social media:**

If you are on Twitter please follow us [@VolunteerEdi](#) and if you are tweeting about the Fair please use the hashtag: [#edvolfair18](#)

Like us on Facebook: [www.facebook.com/VolunteerEdinburgh](http://www.facebook.com/VolunteerEdinburgh)

Join our Volunteer Recruitment Fair Facebook Event page: <https://tinyurl.com/VolRecFair18>

### **Do's and don'ts for on the day:**

#### **Please do:**

- Abide by the rules and the instructions of VE staff.
- Provide your own free standing display boards to fit into the space allocated to you, behind or on top of the table provided (6'x2').
- Read the Venue Risk Assessment and on arrival at the venue please familiarise yourself with the Fire & Safety Regulations for St Paul's and St George's Church and where access routes are.
- Complete the Evaluation Form before you leave and hand in to Welcome Desk (a steward will come round later in the afternoon to remind you/collect them). We really do value your feedback.

#### **Please do not:**

- Attach anything to the walls.
- Allow bags, and table cloths etc. to block or hang loose in the way of public access. All running cables should be taped securely to the ground, please ask a Steward for tape.
- Just give away your card, write your stand number on it and the name of the Fair.
- Put too many staff/volunteers on the stall at once, it is too intimidating.
- Bring your own kettle and use at your stall, this is a major health and safety hazard. There is a café in the venue where you can get hot drinks.
- Play music on your stand. If you have asked for an electricity point and are playing a video/DVD, please ensure the volume is kept as low as possible so that other stands are not disturbed, or provide headphones.
- Sell goods, collect donations or collect signatures for petitions.
- Pack away before 7pm. For Health and Safety reasons and professionalism, stands should not be dismantled before the advertised event closing time.

### Some tips for making your day a success!

1. Use the 3 second rule: In the 3 seconds that it takes for a visitor to pass your stall they have to know who you are and what you do, giving them a good reason to approach you.
2. Have a bright and colourful stand, a dull stall is a dead stall.
3. Bring copies of “Volunteer Role Descriptions” so folk know what opportunities are available with you, and what’s involved.

Print enough copies to let folk take copies away, or laminate them and keep them for reference on your stall.

4. Have a simple “sign-up” sheet to allow folk to leave their contact details if they are interested. Collecting names, email addresses, phone numbers and roles they are interested in is usually sufficient and allows you to follow-up interest.

*Please remember, that if you are collecting information, to follow GDPR legalisation by having a copy of your organisations privacy notice to hand.*

5. Think about how you can attract folk to your stall, a basket of fruit or sweets, free merchandise, props or things that represent your service or photographs that show your volunteers in action.
6. Don’t forget to follow-up enquiries promptly before individuals’ lose interest.
7. Ask open ended questions, don’t allow visitors to answer just “yes” or “no”. The phrase “can I help you?” has very rarely worked. Your body language is also as important as what you say, try to develop a friendly approach as well as making eye contact with potential volunteers.
8. Have a staff rota for staff/volunteer handover, rests and walkabouts. It is important to ensure that there is always someone on your stall to speak to members of the public.
9. Ensure your staff/volunteers are well briefed. Nothing is more off putting to a visitor than a gaggle of bored, uninterested staff/volunteers sitting around chatting on your stand.
10. Bring literature that promotes the work that you do (leaflets, annual reports etc.)
11. Stand-out from the crowd – if you have branded t-shirts or caps, wear them!
12. Identify yourself – wear a name badge – you might want to print it in your organisation’s colours or add a logo.
13. Please share your own tips and suggestions with us!

**Thank you. Your cooperation is appreciated.**

If you have any further queries please contact:

Tyler Norrie on 0131 561 8308 or e-mail [events@volunteeredinburgh.org.uk](mailto:events@volunteeredinburgh.org.uk)

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