

Volunteer Recruitment Fair 2023

Exhibitor Guide

Thank you for booking a stall at this year's Volunteer Recruitment Fair. We are really pleased that you can join us for our **25th Anniversary** of running this fair.

(See some interactive ways to get involved and help us celebrate at the end of this document)

Please make sure that all members of your team who will be working on your stall are familiar with the information contained within this **Exhibitor's Guide**.

We will have a reference copy of the Venue Risk Assessment available at the Welcome Desk.

Date	Wednesday 13 th September 2023
Stall set-up time	9.00am to 10.15am
Stall take down	<u>Strictly</u> no earlier than 6.30pm and close down by 7pm
Open to the public	10.30am to 6.30pm
The venue	St Paul's and St George's Church
Address	York Place (Top of Broughton Street) EH1 3RH

Times:

- Stallholders may arrive from 9am (no earlier please).
- Stalls should be set up by 10.15am and must be cleared by 7pm.
- Please ensure your stall and your staff are available throughout the day until **6.30pm**.

Your Stall:

We strongly emphasise that you must have 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. One of our busiest periods can be between 5pm and 6pm.

We do not have a licence for the sale of promotional goods/collection of donations, so please ensure that this does not happen on the day.

Your stall includes:

- One trestle table with paper tablecloth and two chairs. If an additional chair is needed, please ask a steward to help. Additional seating will be available in the café area for breaks. Organisational Name card on table
- Drinks vouchers x 4 (exchange for tea/coffee/juice)
- Lunch vouchers x 2 (choice of soup and ½ sandwich)
- Additional vouchers are provided if purchased at time of booking.
- Power, if this has been booked and paid for in advance.
- **New Wifi access** – the network name is **Ps & Gs Free Wifi** – there is no password required.

Your stall **does not** include:

- Access to wall space
- Free-standing display boards
- 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 at the St James Quarter & The Omni complex. Loading and unloading can be challenging and York Place is not suitable for **stopping**. You can use Broughton Street to unload. Loading times are as follows:
9.15am until 4.30pm then from 6.30pm onwards.

Alternatively, the **best solution** is to use York Lane for unloading and loading, next to the Premier Inn.

Stewards can help you with unloading between 9am and 10am so if you need assistance please ask when you arrive at St Paul's and St George's.

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

We also cannot take responsibility for personal belongings and other materials belonging to your organisation. Stallholders are responsible for these items.

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 and 42.

The tram starts early in the morning and stops at Picardy Place not far from the venue. The trams are due at stops every 7-10 minutes. You should purchase your ticket before boarding the tram and you'll find ticket machines on the station platforms.

For more info visit: www.lothianbuses.com or www.travelinescotland.com or 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.

You will also see a layout of the stalls in the main entrance to the hall for everyone to identify each organisation present on the day.

New - Welcome Desk for Ukrainians:

This year we have a Welcome Desk for Ukrainians living in Edinburgh. We will have Ukrainian speaking staff and volunteers who will give support to people wanting to volunteer. Translation will be offered to help with enquiries.

Stewards:

There will be a team of stewards available on the day who will do their best to assist you – you'll see them wearing Volunteer Edinburgh t-shirts and/or name badges.

Stewards will help you to find your stall and can help carry items to your stall if you need assistance. Stewards will also be happy to help you with fetching things like coffee or tea if you don't want to leave your stall. Simply give them your voucher and let them know what you would like. Stewards can also provide general information however **they are not able to staff your stall**. Please make sure you plan this accordingly.

Catering:

There will be a café by [Space@Broomhouse](#) which will be open to the public and stallholders from **10.00am** to **6pm**. **Lunch vouchers** can be exchanged for soup and a half sandwich. **Drinks vouchers** can be used in exchange for tea, coffee, or juice.

New – An event within the event - **Event title: Your next step**

For the first time, we have planned a whole day dedicated to young people. The **Your next step** event, which is aimed at **14–24-year-olds**, will run from **10.30am until 6.30pm** in an allocated room which is upstairs in the venue. Signage and staff or volunteers will be on hand to help guide you to the correct space.

There will be guest speakers from young volunteers and activities to engage throughout the day. There will also be Volunteer Edinburgh staff will on hand to offer specific support to young people in finding a volunteering placement that's right for them.

We would really appreciate if you can promote this to young people that your organisation supports, engages or just someone you think would be interested.

Exhibitor evaluation forms:

To help us improve this event each year 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 your evaluation form at the end of the day.

New – this year we are asking stallholders to complete the evaluation by scanning a **QR code** provided which will take you to the evaluation form.



We can also provide this QR code to anyone who needs this on the day. Please ask for help from a steward from the Volunteer Edinburgh team.

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 through your social networks, newsletters and by any other methods available. This will ensure that the event is known about throughout Edinburgh and will ultimately produce potential volunteers for you.

We need YOU, to help us, by spreading the word about the Fair, so why not share this page voled.in/fair and use our hashtag **#edvolfair23**.

Perhaps you would like to use a template provided below for socials that we have devised and when you share us at Volunteer Edinburgh, we will share back!

Social Media Example:

*Begin your search for the perfect volunteering opportunity at a Volunteer Recruitment Fair on **Wednesday, 13 September**, from 10.30 to 18.30 at St Paul's and St George's Church on York Place - **FREE** to all the public. Save the date for your diary and see you there. #edvolfair23 <https://voled.in/fair>*

Promotional email signature banners, posters and flyers are available to download on our website. The Fair programme, which includes a **stallholder map**, will also go on the website.

We will action a mailout of professional prints of posters and flyers to over **900 organisations across the city** starting from next week. The types of organisations include youth agencies, health and social care contacts, employability contacts, places of worship, community centres, libraries, leisure centres, supermarket noticeboards, and to many more. Other ways we promote the event include, Eventbrite, through the Third Sector Interface and EVOC's forums. We invite elected representatives including local Councillors, MSPs, and MPs.

Volunteer Edinburgh promotes the Fair through the Volunteer Edinburgh website, via email newsletters, press releases and through digital marketing. In addition, we promote the Recruitment Fair through paid-for, targeted Facebook/Twitter advertising. **New – We are really excited as this year we are promoting the fair on the trams. A back of seat sticker will be applied with a QR code to our website. Let us know if you see these cool stickers!**

Media & social media on the day:

The event has been promoted on Social Media platforms & local press, so some journalists may be in attendance. **We ask that you share the promotion of the event on your own social platforms** and tag Volunteer Edinburgh in each post. We can then share your posts also. It is in all our interests to promote the event to ensure we get as many potential volunteers' as possible.

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

Content gathered on the day may appear on our website, social networks, in print and other media channels. You can find links to our social media channels in the footer of our website and in the programme.

If you are on Twitter, please follow us [@VolunteerEdi](#) and if you are tweeting about the Fair, please use the hashtag: [#edvolfair23](#)

Like us on Facebook: www.facebook.com/VolunteerEdinburgh

We have a Facebook event starting on Wed 23rd Aug so please join this and share via Facebook or by using this direct link: <https://fb.me/e/1KPbDh3LS>. Please help us to promote the fair as much as possible.

Cancellations:

There is often a waiting list for stalls at this event, therefore it is important that you let us know as soon as possible if you are not able to attend. This will enable other organisations to take your place. Any stallholder who does not show up on the day and has not informed us of a cancellation will be contacted by phone.

Please note we are unable to reimburse organisations if a cancellation is less than four weeks prior to the event.

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

Please do:

- Abide by the rules and instructions from 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.
- 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 it in to the Welcome Desk or to any steward. A steward will come round later in the afternoon to remind you and to collect your form. We really do value your feedback.

Please do not:

- Attach anything to the walls.
- Allow bags, tablecloths 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.
- Put too many staff/volunteers on the stall at once - it can be intimidating for members of the public.
- Bring your own kettle to 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 6.30pm. For Health and Safety reasons and out of professionalism, stalls 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 should know who you are and what you do, giving them a good reason to approach you.
2. Have a bright and colourful stall. A dull stall is a dead stall.
3. Be prepared and have a list of what volunteer opportunities you have available.
4. Bring copies of your Volunteer Role Descriptions so potential volunteers know what opportunities are available with you and what is involved. Print enough copies so that people can take copies away. Consider laminating them and keep them for reference on your stall.
5. 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 if you are collecting information to follow GDPR legislation by having a copy of your organisation's privacy notice to hand.
6. Think about how you can attract folk to your stall - a basket of fruit or sweets, free merchandise, props, or items that represent your service or photographs that show your volunteers in action.
7. Don't forget to follow up enquiries promptly before individuals lose interest.
8. 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 so try to develop a friendly approach as well as making relaxed eye contact with potential volunteers.
9. Have a 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.
10. Ensure your staff/volunteers are well-briefed. Visitors will be put off by a group of bored or unengaged staff or volunteers sitting around chatting on your stand.
11. Bring literature that promotes the work you do (leaflets, annual reports etc).
12. Stand out from the crowd – if you have branded t-shirts or caps, wear them!
13. Identify yourself – wear a name badge – you might want to print it in your organisation's colours or add a logo.
14. Please share your own tips and suggestions with us!

New - Now for the exciting part.. It's Competition Time!!

As mentioned before, this is Volunteer Edinburgh's **25th Anniversary** of the Volunteer Recruitment Fair. To help celebrate, we are running a **competition** this year for all stallholders to get involved with.

Each stallholder has **3 ways** to win... And they are:

Pre Recruitment Day

Social media or network reach

- Manager of the stall/ comms person or volunteer manager should email Volunteer Edinburgh events@volunteeredinburgh.org.uk with screenshot evidence of receiving **+25 likes/shares/comments** for a particular social media post promoting the fair.
- Prize given to the organisation who creates or shares a social media post with their own networks and has the **highest likes/interactions**

On Recruitment Day

Hot leads

- Each stallholder should obtain full name/email address/telephone number of prospective new volunteer who visits their stall on the day.
- Prize given to the organisation who is the 1st to reach **x25 hot leads** on the day. Alert the events coordinator, Jason McCann once this is reached.

Post Recruitment Day

New recruits

- The volunteer manager will identify how many of the leads obtained at the fair have progressed into new volunteer recruitment.
- Volunteer Manager to feedback to @events email account 4 weeks after the fair to give an update on volunteer recruitment.
- Prize given to the organisation who has the **highest percentage conversion** rate of volunteer leads turned into onboarded volunteer recruitment. - a minimum conversion rate is 25%

Prizes on offer

- A prize will be given to the winner in **each category** which is either:
- A **25% off coupon** to be used for next year's Recruitment Fair **or**
- A **25% off coupon** to be used for any other courses scheduled to be run by Volunteer Edinburgh – **GOOD LUCK!**

Thank you. Your cooperation is appreciated.

If you have any further queries, please contact:

Jason McCann on 0131 561 8310 or e-mail events@volunteeredinburgh.org.uk

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