



NATIONAL CAREER DEVELOPMENT WEEK

"Get excited, get involved and get results!"

Get the life you Love!

FACTSHEET 5

YOU'VE GOT THE PLAN, NOW WHAT'S NEXT - Guest Speakers, Celebrities and Volunteers

Resources – see:

- Aims of NCDW
- Example Thank You Letter
- Example Certificate of Appreciation

Guest Speakers and Celebrities

Depending on the nature of your event, you may decide to have a guest speaker or a local celebrity or sports person attend. There are a number of roles that may be suitable such as the Master of Ceremonies, assisting to host the event, meeting and greeting people, presenting a speech on their own career, or signing autographs. Whatever their role, they should be a focal point and make an impact.

The following list will help you make the most of a celebrity or speaker:

- ➔ select someone who is suitable for your event and your audience
- ➔ think carefully about what you want this person to do: Entertain? Educate? Motivate or inspire? Clarifying this will help the speaker/ celebrity to understand what you require of them and to prepare. Provide this information in writing (or email) – this will help to ensure that there are no misunderstandings
- ➔ make sure the guest is well briefed on NCDW, the objectives of your event and the audience
- ➔ be sure to treat your guest with courtesy – stick to your specified time frames, show them around your venue, escort them to key event areas, consider their needs in publicity shoots/ photographs (such possible inclusion of sponsor logos for sports people), explain any unexpected changes of schedule and attend to any needs promptly (such as providing suitable refreshments, and allowing for toilet breaks). Do not leave your guest 'floating' with nothing to do – unless of course mingling with your audience is a defined part of their role!
- ➔ be sure to formally thank your guest on the day, and send a Thank You letter after the event (See sample Thank You Letter in Templates).

Volunteers

Volunteers should be treated like your guest speakers or celebrities – they need clearly defined roles and timeframes, and must have their needs attended to. Volunteers should be treated with respect and should always be formally thanked for their contribution to the success of your event.

These steps will help you to manage your volunteers:

- ➔ brainstorm the roles that you need volunteers to fill
- ➔ list and define what the jobs will entail, including any time and physical requirements (such as moving tables and chairs). The definitions can be very brief
- ➔ recruit volunteers – think of anyone who could assist like family and friends, colleagues, students, parents, community members
- ➔ allocate tasks but make sure the volunteer understands the task they will be doing, and is happy and physically capable of doing it
- ➔ supervise and support volunteers on the day. Be encouraging!
- ➔ formally thank your volunteers on the day, and send letters (or certificates) of thanks after the event (See sample Thank You Letter and Certificate of Appreciation in Templates).

Important volunteer positions include meeting and directing guests, care of guest speakers and/or celebrities, catering, supervision of information tables or registration desks, parking attendants, site cleaning, collecting money, introducing people, organising backstage, looking after lighting, music or PA etc.

Remember to provide refreshments for all your volunteers or workers. Bottled water is usually very appreciated.

 **NCDW TIP** - Make sure each volunteer is happy to do the task you have allocated, and is physically capable of doing it. Supervise and support your volunteers on the day.