

# Volunteer-Training

## “Creating history together”

An activity of the German- Ukrainian project  
“ Advisory services and managerial capacity  
development for Euro 2012”



# Introduction

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- German Football Association (DFB)
- Volunteer Experiences
  - Volunteer Management FIFA World Cup 2006
  - Volunteer Coordinator UEFA Euro 2008
  - Volunteer Manager FIFA Women's World Cup 2015



# Agenda

- Goals of the training
- Expectation
- Creating history together
  - Key factors
  - Welcoming atmosphere
- The first impression
- Communication
  - Verbal communication
  - Non-verbal communication
- Challenging situations
- Rules and guidelines
- Cultural differences
- Summary



# Goals of the training

- Becoming good ambassadors for Ukraine and the Host-City
- Knowing the expectations of fans and supporters
- Practical information for the work as Volunteer
- Knowing the basic rules and guidelines



What are your expectations?

- Tournament
- Work as Volunteer



# Expectations of guests?



# Expectations of guests

- Guest expect positive atmosphere and tournament feeling
- Fans expect friendly and helpful Volunteers
- Professional and competent help and information



# Key factors

- Key factors for a successful and memorable tournament
  - Good games (football performance)
  - Smooth tournament organization (stadiums, media facilities, local transport, etc.)
  - Accommodation and travel for teams and guests
  - Welcoming atmosphere





# Welcoming atmosphere

- Volunteers play an important role
  - First point of contact
  - Business card of the country and city
  - One of the faces of the tournament
- Volunteers can create and strengthen positive atmosphere
  - Being friendly
  - Helping guests and fans proactive
  - Spread the spirit and EURO feeling

“Volunteers are the business card of the tournament and represent the Host Countries” -  
Michel Platini



# Creating history together

- You have the chance to be part of an historical event for Ukraine.
- Guests from all over Europe will visit Ukraine, most of them for the first time. You have the chance to shape their picture of Ukraine.
- We want to...
  - be friendly and welcoming hosts
  - welcome fans and make them feel comfortable in Ukraine
  - create a unique and friendly atmosphere
  - celebrate a big party
  - secure a smooth organization



# The first impression

“There is no second chance for the first impression!”



# First impression

We need **5 to 7 seconds** to make a picture of someone and categorize and judge this person.

- Look
- Appearance
  - Sympathy
- Personal feelings

A short time to impress and convince the person.



# First impression

- You want to help guests and fans. If they have questions they should come towards you.
- They will only ask you if they think you will help them competent and friendly.
- The first impression decides over the feelings and attitude a person shows towards us.



Therefore the first impression is very important for Volunteers.



# Communication



# Communication

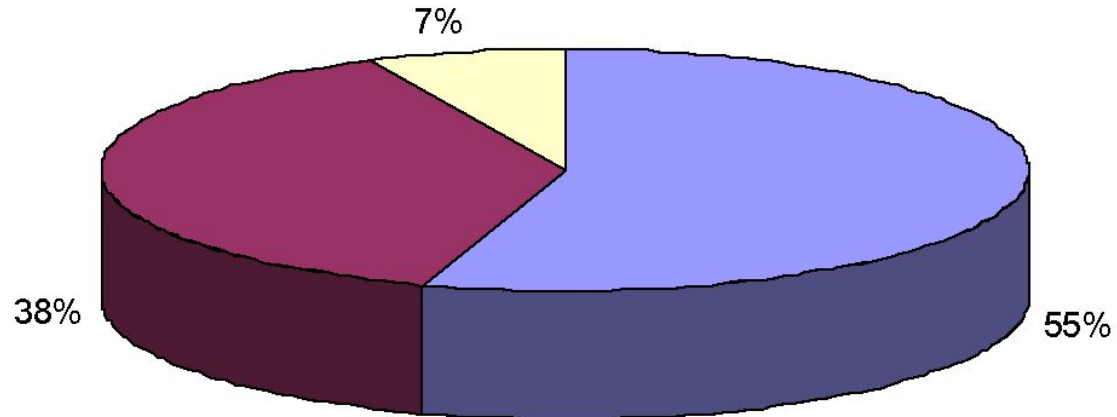
“One cannot not communicate” – Paul  
Watzlawick

We communicate all the time.  
Regardless what we do or what we do not do.



# Communication

Perception of the opponent



Look/Outfit Voice Content





# Non-verbal Communication

- Non-verbal communication is influenced by
  - Outfit/Clothing
  - Hair
  - Accessories (tattoos, jewelry)
  - Body language
  - Gesture
  - Facial expressions



# Clothing

... important part of the non-verbal communication

- Information on character (dirty, messy)
- Information on lifestyle and values

Therefore

- Wear the clothing appropriate and clean
- Tidy and clean
- Check your outfit regularly







# Body language

... part of the non-verbal communication

For a positive and friendly appearance

- Active eye contact
- Friendly facial expressions
- Smiling faces
- Clear and open gestures
- Straight posture









# Verbal Communication

- Verbal communication
  - Voice (sound, volume, emotions)
  - Content
- Next to the content emotions play an important role in communication
  - Feelings
  - Values
  - Perceptions
  - Nationalities
- People say the same – but they mean something different.





# Voice

... part of the verbal communication

- Appropriate volume
- Adapt the talking speed
- Make full sentences
- Avoid negative emotions (anger, stress, frustration)



Can I help you?  
-  
How to help



# Role Play



What was good?  
Which problems did you have?  
What would you do differently the next  
time?  
Learnings?



# How to help?

- What is important
  - Knowledge of the working area
    - Airport
    - City
    - Tournament
    - Transport
  - Willingness to help (attitude)
  - Offer your help pro-active
  - Friendliness
- Only pass on information you know for sure
- Write down open questions for the next time



# Positive formulation

- Try to formulate your answers precise and friendly.
- Example:
  - “I don’t know”, better  
“I do not have the information at the moment but I will find it out for you”
  - “It is not my responsibility”, better  
“My colleague xy can help you with this issue. I will bring you to him”
  - “Calm down”, better  
“I understand your anger. We will find a solution.”



# Challenging situations

- During your work challenging situations and problems will occur. Everyone has to find his own way to handle these situations.
- Some tips to handle challenging situations:
  - Try to find a connection to the opponent  
“I can understand you. I have experienced something similar before”
  - Clarify the facts and circumstances  
What is the situation? What aspects are important?  
What are the facts?
  - Offer solutions or alternatives  
“Could this be a solution?” “Would that alternative be alright for you?”



# Role Play





What was good?  
Which problems did you have?  
What would you do differently the next  
time?  
Learnings?



# General Guidelines

- To make a good impression and appear trustful
  - ... be authentic
  - ... be natural
  - ... be friendly
  - ... be yourself!!



# Rules and Guidelines

Rules for good teamwork and spirit



# Behaviors

- We treat all guests friendly and obliging
- We go open minded and pro-active towards guests and offer our support
- With a positive attitude we contribute to a good team atmosphere



# Behaviors

- We report suspicious behavior to the security
- We do not solve dangerous situations alone
- We wear the official uniform appropriate





# Do's

- Friendly
- Proactive
- Smiling
- Willing to help the guest
- Be patient, calm and polite (also with stressful guests)



# Don't

- Do not smoke during the work
- No mobile phones
- Do not eat in front of guests
- Do not ask for autographs and pictures
- Don't be unfriendly and nerved



# Teamwork

- You are part of a team. What you do and how you behave has an effect on the whole team.
- If you smile and have a friendly charisma you will feel better.
- Good mood infects. Transform your good mood on the team.
- Tired? Bad mood? Nerved? The guest should not notice. We want that every guest feels welcomed.





# Cultural Differences

- Respect cultural differences
- Avoid stereotypes and clichés when talking with guests
- Do not judge differences
- Examples for differences
  - Direct vs. indirect
  - Reserved vs. communicative
  - Eye contact



# Airport Ambassadors

As Airport Ambassadors you are:

- ... the first point of contact for guests and supporters
- ... your help will be needed (transport, stadium, city, hotel, events)

There will be

- Challenging situations
- Stressful times
- Periods with nothing to do



# Sustainable Impression

Make the guests feel welcomed and do more than they expect.

- Offer your help proactive
- Maybe you can give more information than they asked for
- If possible answer in their local language
- Prepare for the upcoming games (nations)
- Maybe you remember few phrases in the local language
  - Hello
  - Thank you.
  - Can I help you?
  - Have a good day.
  - Bye





# Good luck for the UEFA Euro 2012!

DFB-Wirtschaftsdienste on behalf of German  
International Cooperation  
An activity of the German- Ukrainian project  
“ Advisory services and managerial capacity  
development for Euro 2012”

