

BENEFITS FROM HOSTING



BENEFITS HOSTING

How many volunteers participated?

WEURO: 1300 Divided over 7 host cities

How did we do the recruitment?

- Make them heroes (video)
- Appoint a professional team for recruitment

What was the strategy?

Do not start from a position but from the interest and qualities of the candidate

Two things are important for candidates:

- Doing what I am good at and interested in
- Being able to develop myself in this

In which domains?

Ticketing & Accreditation	Marketing & Sustainable Development
Fanzone	VIP, Hospitality & Ceremonies
Technical Services & ICT	Transport & Logistics
Broadcasting & Media Services	Volunteer Management
Spectator Services	Match Organisation



16 Juli - 6 Augustus

A Once in a Lifetime Experience

Word volunteer bij het EK voetbal voor vrouwen!
Laat je scouten door Adecco

<https://www.youtube.com/watch?v=6ZunnucW7v8>

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BENEFITS HOSTING

What have we done to continue to bind these volunteers to us?

We have made a closed community with these volunteers. At large events, we always ask these volunteers to be the first to cooperate before recruiting new volunteers. This community also regularly receives invitations to attend major events itself. For example:

- The Oranje Fanday
- The KNVB Cup Final

The success factors of the team of volunteers:

- Personal communication
- Make time for them. Our "kiss-kiss-hug" principle in which we first listen to them, let them tell their story, show understanding and only then come up with an answer / reaction / rejection.
- Indicate clearly what you expect from them as a volunteer.
- Rewards, in gifts and in compliments
- GOOD food and drink (basic necessity number 1 for volunteers)

Nice fact:

All KNVB employees were given the opportunity to participate as volunteers. When employees were active as volunteers for 5 days, they were given 3 working days for it (if this is not your regular job). This is done because:

- KNVB employees can also develop by being active at a big event
- Create more involvement with employees

LET'S CELEBRATE! WEURO 2017 VOLUNTEERS

You can always learn from other events / clubs. Go see what works at fellow clubs and events

- Women's EURO 2013 Sweden
- Olympic Qualification Tournament 2016 Netherlands
- EURO 2016
- Giro d'Italia & Tour de France
- EK Track & Field 2016
- World Cup Hockey 2015



LET'S CELEBRATE! WEURO 2017 VOLUNTEERS

Recruitment Campaign - idea

Position Volunteer as "Hero"

Aim: To emphasize the importance of the contribution of Volunteers. The Volunteer prepares as a professional player (to get the perception that he / she is a famous / famous person). Later it becomes clear that it is a Volunteer.

Goal: To show that the Volunteer is closely involved in the tournament. The core of the video is preparing the Volunteer for the "match".

Aim: To focus on volunteers (and recruiting them)

Ambiance

- Let's Celebrate
- Positivity and pleasure
- Be part of a group
- Once in a lifetime experience



LET'S CELEBRATE! WEURO 2017 VOLUNTEERS

Recruitment Campaign - national channels

Utilize the channels that we have deployed:

Existing Volunteers Host Cities, OKT, Draw, etc

Social Media Host Cities / KNVB / UEFA / WEURO / Orange Lionesses / OnsOranje / KNVB Talent Team

Prominent figures

Commercial on radio 538

Boarding Ned-Bel

Voetbal.nl bannering & app splashpage Websites

Mailings & posters for educational institutions, Mailings football clubs, Volunteer Service Points

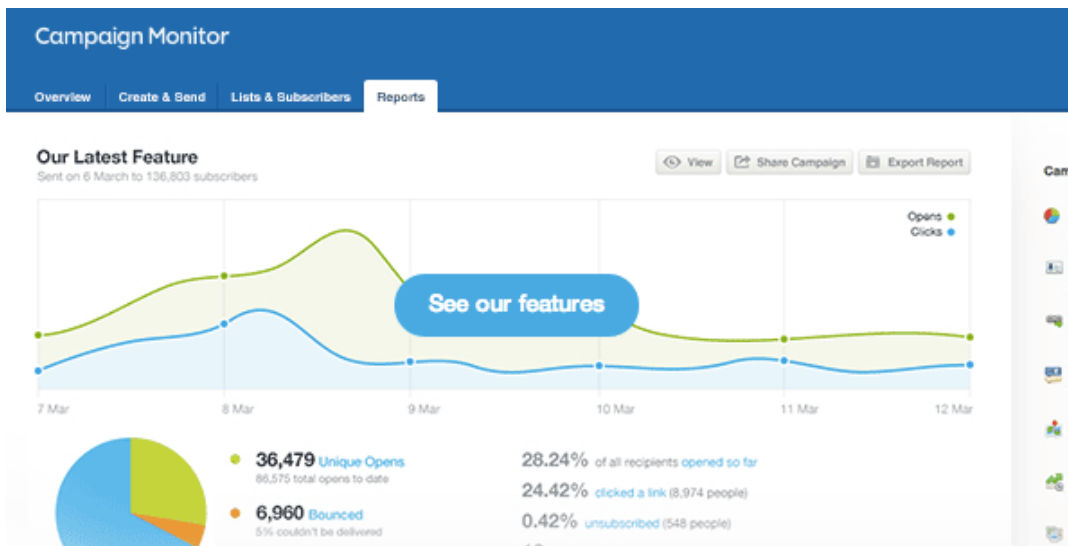
Article in Voetbaljournaal

Press release



LET'S CELEBRATE! WEURO 2017 VOLUNTEERS

A professionally responsible team with good planning is crucial for success, also for clubs



MERCURIAL
THE SCIENCE OF SPEED

SHOP NU

Welkom, Bezoeker
Gebruikersnaam
Wachtwoord
INLOGGEN
Wachtwoord/gebruikersnaam

CLUBS & COMPETITIES NIEUWS **FORUM** SHOP 3E HELFT TOTO CLUBACTIE

Mijn teams

Je bent niet ingelogd, login en:

- Blijf gemakkelijk op de hoogte van het programma, de uitslagen en standen van jouw team(s)
- Bekijk foto's, video's en verslagen van jouw wedstrijden
- Blijf in contact met je teamgenoten en fans
- Lees het nieuws omtrent jouw club en team
- Maak gebruik van de gratis Voetbal.nl App

Gebruikersnaam:

Programma Uitslagen Stand

24 september	ADO Den Haag - sc Heerenveen	18:30u
	Meer info	
24 september	FC Groningen - Heracles Almelo	18:30u
	Meer info	
24 september		

Apple App Store

ANDROID Google Play

LET'S CELEBRATE! WEURO 2017 VOLUNTEERS

introduction evening / introduction program

1 meeting in each host city

- Give the volunteers all the information they need and give them the opportunity to ask questions. -> we did this through a joint kick-off
- Make it clear to whom the volunteers can go with questions, comments and problems. -> We have appointed a point of contact for this in every host city for all volunteers in the host city and a responsible person for each domain
- Give volunteers the opportunity to think about how they can organize their tasks as well as possible (you then create engagement responsibility)-> we did this by organizing round table discussions on the introduction evening. Volunteers discussed positions and answered questions as a team.
- Make the volunteers a real team. If they know each other then they are willing to help each other and perform as a team. As a team you perform better than as an individual. For example, also provide an informal moment. -> we did this by organizing a drink at the end of the introduction



LET'S CELEBRATE! WEURO 2017 VOLUNTEERS

After each introduction evening we organized another meeting with the following components:

- Getting to know their own team
- Stadium and workplace tour
- Training for their function
- hand over clothing packages
- informal drink



LET'S CELEBRATE! WEURO 2017 VOLUNTEERS

Final party

It is important to also reward volunteers for their work. We have done that:

August 6 prior to final

- BBQ & music in Enschede
- Volunteers walk to the stadium
- Watch the WEURO 2017 final
- Separate closure for Enschede Volunteers



LET'S CELEBRATE! WEURO 2017 VOI UNTEFFERS

Benefitprogramm

Show why it is great to be a volunteer and what you have to offer. Our program:

- Adidas clothing
- Volunteer Guide
- Volunteers home
- Communication (newsletter, FB page, etc.)
- Game visit April 7
- Introduction and training meeting
- Closing party
- Certificate and / or recommendation
- Friends for life Local benefits



CLUBS

We did many things in collaboration with amateur clubs and for amateur clubs, for example:

- We assisted with organizing sleep parties in combination with watching the matches and football tournaments (recruiting and retaining members)
- We released a teaching package for primary schools (recruiting new members) → <https://www.knvb.nl/nieuws/oranje/ek-vrouwen-2017/23510/leerlingen-aan-de-slag-met-lespakket-weuro-2017>
- We organized football festivals at and with amateur clubs (recruiting and retaining members)
- The friendsdays (boys and girls) that clubs organize for years using the KNVB (script and materials) became European Championship days for girls and boys
- We organized meetings about diversity in football clubs. The KNVB made specialists available for this.
- We made a video (national TV) in which girls play the Orange Lionesses at the European Championship. We called on all girls in the Netherlands to play football and invited them to look at a special site where they could find a club in their own neighborhood → <https://www.youtube.com/watch?v=UFzrGFB8EPk&feature=youtu.be>
- we developed the Orange experience in which children could experience everything the Orange Lionesses experienced during the European Championships. For example, how it was in the dressing room, in the playersbus and on the field → <https://youtu.be/EJOHn0DnLPE>