BEST PRACTICES OUTREACH WORKERS

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Having a booth at an event offers an opportunity to showcase what our organization is all about and serves as an opportunity to connect with the community face-to-face. Exposure to the community allows for exponential growth as an organization. It builds confidence and trust that is instilled by – the people running the booth. Event staff serve as a direct representation of the brand itself, becoming the face and voice of the organization, and in the end are the ones who can win over (or lose) potential event participants. Here, are a few best practices for an effective event for staff.
Appropriately Staff Your Booth
When you are planning an event, keep in mind the number of visitors or attendees that will be passing by and staff your booth accordingly. The last thing you want is an under-staffed booth that results in missed opportunities. This formula will help determine how many staff you will need for your event.

First Impressions are Everything
It may seem superficial to focus on appearance, but after you have worked so hard to create a visually appealing space that will attract people to your booth, it only makes sense that you present yourself appropriately, too. After all, you are at the front lines and will be the first to interact with attendees. You must coordinate with staff to use clothing that represents the organization appropriately and set expectations for etiquette (seating, eating, drinking, cell phone usage, etc.). First impressions go a long way and you want attendees to leave your booth feeling good about your organization.
Focus on Building Trust
It is important to build relationships with your prospect followers. everyone tending a booth at an event needs to understand the importance of creating a positive rapport with attendees. And, creating these relationships begins with establishing a sense of trust. There are so many things that you can do to build trust. Some of the most notable are body language, facial expressions, making eye contact, and of course, greeting everyone with a smile.

Be Knowlegable
Everyone working the booth needs to be well-versed on all things related to the organization and what your offering. You should be able to understand what the organization does and communicate to the attendees. You should also be able to confidently convey messaging and answer questions. Being informed about the programs you are trying to promote will result in a quality and positive experience for attendees.
Communication is Key
Communication is the key to success for any organization. Communication is not just talking about what you have to say. Listening to an attendee’s needs and being able to reciprocate what they are trying to tell you. When you listen to people, you hear what they need or want. And, when you hear what they need or want, you have the opportunity to provide solutions.
Plan Ahead
In the weeks before, make sure the event has been promoted through different mediums. Double check that everything is booked and ready to go. In the days prior to the event, coordinate who will be attending and what supplies/equipment you will need at your booth (give aways, information, presentation items, water, etc). At this time you can also decide what matching clothing you will wear so that your booth looks cohesive and professional.

Be a Great Host
Treat your booth as if it were your home and you’re expecting guests for dinner. You should make your best effort to make your guests feel welcomed. Offer assistance, give out information, and offer options/alternatives if it’s not in your capacity to solve a problem. Be informed of ways you can offer these alternative solutions.