

Creating bespoke volunteer customer service programmes for iconic international events

People ^{1st}
International



Hosting iconic international events offers a fantastic opportunity for venues and host nation to create a lasting legacy. Offering a great welcome will ensure that visitors remember them as professional, organised and friendly.

Background

Attracting over 60,000 visitors, and millions tuning in worldwide, the Eurovision Song Contest is an amazing opportunity for a country to demonstrate its welcome on the world stage. The 2017 competition was hosted in Kyiv, Ukraine.

Large-scale events can only be delivered with large numbers of well trained and managed volunteers. As part of the collaborative partnership between the National Television Company Ukraine, Kyiv City and the British Council, People 1st was asked to help prepare the volunteers and the police to deliver fantastic customer service for the huge influx of visitors and participants.

The solution

Cross-cultural understanding is critical for the success of the Eurovision Song Contest, so we customised our WorldHost® Ambassador Workshop to include this. The programme gives staff and volunteers the skills to deliver a warm and friendly welcome to customers and visitors, and is particularly focused on their role as an ambassador for Ukraine.

We trained the trainers to deliver the customised programme, and over 1,000 volunteers were trained in total, creating a great experience and lasting memory for visitors and participants.

The programme has been designed to be sustainable, so it can be delivered across Ukraine in the coming years. To demonstrate its impact, we also implemented an evaluation process to quality-assure of the trainers and measure the quality of the volunteers' welcome.

Outcomes and impact

Eurovision represents a major opportunity for Ukraine to present itself to the world as an outward looking, diverse country. Our work with the British Council will help support its effective cooperation with the wider world and its ambitions for greater European integration.

The ambassador programme can be tailored to create customer service and cross-cultural training for any business that needs to deliver excellent customer experiences and manage expectations.

Ukraine

Client:
NTCU and Kyiv City

“The British Council chose People 1st as a partner because we wanted to demonstrate excellence in volunteering throughout Eurovision 2017 and beyond in Kyiv and Ukraine. The volunteers work with artists, media, foreign delegations and guests of Eurovision 2017, as well as the production of television shows, backstage and in the fan zones. They learnt skills to improve both communication and confidence in dealing with diverse guests and visitors to events and attractions in Ukraine and to become knowledgeable, articulate, security-conscious ambassadors for their country”

Simon Williams, Director
British Council, Ukraine



Developing bespoke volunteer training programmes

EUROVISION
SONG CONTEST
KYIV 2017



Agreeing
collaboration

Support existing
trainers



Developing the
programme

Train The Trainer



Implementation

Quality assessment
evaluation
impact measurement



BESPOKE OUTCOMES

over 700 volunteers and
policemen trained

18 trainers trained

Sustainable legacy programme

About People 1st International

People 1st International is an employer-led skills and quality assurance expert. We develop and quality assure industry relevant skills solutions in the UK and internationally across apprenticeships, work-based learning and technical vocational education, as well as providing a consultancy service internationally to support countries in developing sustainable skills models.

Our employer-led approach gives us an unparalleled insight into the skills priorities now and in the future, with critical industry partnership collaborations that bridge the gap between employers and government.

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